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Nissin Foods Signs 14-Year-Old Hong Kong Tennis Prodigy Richie Choi Partners with HKCTA to Promote Youth Tennis Development

[July 3, 2025 - Hong Kong] The Hong Kong, China Tennis Association (HKCTA) is proud to announce that 14-year-old local tennis rising star Richie Choi has officially secured a sponsorship from Nissin Foods Company Limited, becoming the latest young athlete supported by the brand. This partnership not only highlights Nissin Foods' long-term commitment to local sports development but also reinforces its important role as the official Youth Development Partner of HKCTA.

Richie began playing tennis at the age of five and joined the Shenzhen Tennis Team's youth preparatory squad at seven. He quickly made a name for himself on both local and international courts. In 2023, he became the first Hong Kong player to reach the finals of the Boys' 12 Singles at the prestigious Orange Bowl International Tennis Championship, finishing as runner-up and making history. In 2024, he represented Hong Kong in several international tournaments, including the ITF World Junior Tennis Finals, the Asia/Oceania Qualifiers, and the European Tour. In 2025, he claimed the Boys' Singles title at the ITF J30 Colombo and won the Boys' 16 title at the Nissin Hong Kong Junior Tennis Championships.

Richie shared, "I'm honored to receive support from Nissin Foods. This is a significant encouragement for me. As a young player, having the recognition and resources from a corporate sponsor gives me greater confidence to pursue my goal of becoming a professional tennis player."

Mr. Kiyotaka Ando, Executive Director, Chairman and CEO of Nissin Foods, said: "Mr. Momofuku Ando, the founder of Nissin Foods, believed that 'eating and sports are the two axles of health'. This belief has driven our commitment to promoting sports activities in Hong Kong, especially in fostering the development of local youth tennis. Richie has demonstrated remarkable potential and perseverance, aligning with our brand philosophy. We are excited to work with the HKCTA to support the growth and aspirations of local young athletes. We hope that Team Hong Kong, junior and adult alike, will achieve victories in the Davis Cup and Billie Jean King Cup in the not too far future!"

Mr. Michael Cheng, HKCTA President also commented, "I want to thank Nissin Foods and Mr. Ando for their continued support of junior development in Hong Kong. Since 2015, they have been the title sponsor of HKCTA junior events since 2015 and became our Official Youth Development Partner in 2019. This sponsorship will allow Richie expanding his competitive opportunities on the ITF World Junior Tour, which are vital to his growth as a player. In addition to government funding, private sector funding can indeed play an important role in junior development, and we are extremely grateful for Nissin Food's support through all these years."

In addition to his on-court performance, Richie actively balances his studies, currently attending an international school. He arranges intensive training sessions, with a weekly training time of up to 30 hours, and balances his studies through online courses and tutoring.

His goal is to enter the ITF World Junior Rankings top ten and eventually reach the ATP World Rankings top 100.

During the Bank of China Hong Kong Tennis Open 2025, Richie had the opportunity to interact with world-class players such as Andrey Rublev, further fueling his dream of becoming a professional tennis player. He shared, "Meeting top players from around the world was an incredible experience. It strengthened my determination to train hard so that one day I can stand on the international stage too."

Nissin Foods has been sponsoring local women's tennis rising star Cody Wong since 2021, demonstrating its long-term commitment to supporting elite athletes in Hong Kong. With Nissin's full backing, Cody achieved remarkable success in 2022, winning one singles and nine doubles titles on the ITF Women's World Tennis Tour. She also reached career-high rankings of No. 343 in singles and No. 156 in doubles. This partnership not only reflects the company's strong belief in athlete development but also serves as an inspiring example for young players like Richie.

Nissin Foods is the official Youth Development Partner of HKCTA and the title sponsor of its three major local junior tournaments - the Hong Kong National Junior Tennis Championships, the Hong Kong Junior Tennis Series, and the Hong Kong Junior Tennis Novice Competition. This year, Nissin also sponsored the Nissin Greater China National Junior Tennis Team Cup 2025, providing a platform for 13- to 14-year-old athletes from eight regions across China to compete, learn from one another, and build friendships. The event promotes cultural exchange and understanding while contributing to the growth of youth tennis in the region. In recent years, Nissin Foods has expanded its sponsorship of elite athletes, enabling them to focus and fully realize their potential as professional sportspeople.

This new sponsorship agreement represents a model of collaboration between corporations, sports associations, and young athletes, injecting positive energy into Hong Kong's sports scene. HKCTA will continue working with Nissin Foods and other partners to provide development platforms for more young local players and nurture the next generation of tennis stars.

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Photo Caption:



Photo I: Photo of Mr. Kiyotaka Ando, Executive Director, Chairman and CEO of Nissin Foods (Left) and Richie Choi (Right).



Photo II: Richie thanks Nissin Foods for its support, "As a young player, having the recognition and resources from a corporate sponsor gives me greater confidence to pursue my goal of becoming a professional tennis player."



Photo III: (from left to right) Photo of Mr. Kiyotaka Ando, Executive Director, Chairman and CEO of Nissin Foods, Richie Choi and Mr. Michael Cheng, HKCTA President.



Photo IV: Richie began playing tennis at the age of 5 and quickly made a name for himself both locally and internationally.

Highest ITF Junior World Ranking No.777

ATF Junior Tennis Tour Ranking No.4

Goals
Reach top 10 in World Tennis Tour Junior Rankings and top 100 in ATP rankings

Playstyle
Aggressive baseliner

Strengths
Serve and Forehand

2025
Led Hong Kong, China B14 Team to ITF World Junior Tennis Finals Asia-Pacific Elite 14 & Under Trophy Finalist
Nissin Hong Kong National Junior Championships B16 Singles Champion
ITF J30 Colombo Boys' Singles title

2024
ITF J30 Abuja Boys' Doubles title
B14 winner, ASICS Junior Tour "Samaranch Cup" Junior Tennis Challenge, Hong Kong

2023
Junior Orange Bowl International Tennis Championships B12 Singles Runner-up
Member of Hong Kong, China B14 Team to ITF World Junior Tennis Finals
Nissin Hong Kong National Junior Championships B12 & B14 Singles Champion
Led Hong Kong, China to ITF Asia 12U Team Competition Finals Championship

RICHIE CHOI

Born/Age : 2011/14
Height : 185cm
Weight : 75kg

choifuwang

Photo V: At just 14 years old, Richie has already made a mark on both local and international tennis scenes. In 2023, he became the first Hong Kong player to reach the boys' singles final in the Under-12 category at the Orange Bowl International Tennis Championships, finishing as runner-up and making history.

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About Hong Kong, China Tennis Association (HKCTA)

The HKCTA is a National Sport Association formed in 1909 with 40 affiliated clubs, over 4,000 individual members. It is recognised by the Asian Tennis Federation (ATF) and the International Tennis Federation (ITF), and is a fully affiliated member of the Global Pickleball Federation. The objectives of HKCTA and its subsidiaries include promoting tennis and pickleball to all, to nurture talented players to compete at a regional and international level, and to raise the standard of the games in Hong Kong.

To achieve its mission, HKCTA organises local and international tennis tournaments, junior and elite development programs, inter-club tennis leagues, and tennis coaching certification courses, alongside its Tennis-For-All open enrolment initiative. As part of its commitment to expanding tennis-variation sports' accessibility, HKCTA has introduced pickleball programs, offering a fun, inclusive gateway to tennis-variation sport for players of all ages and skill levels. These activations reinforce HKCTA's role in fostering community engagement, active lifestyles, and talent development across multiple disciplines. For more information, visit [www.tennishk.org]

About Nissin Foods Company Limited

Nissin Foods Company Limited ("Nissin Foods", together with its subsidiaries, the "Group"; Stock code: 1475) is a renowned food company in Hong Kong and Mainland China, with a diversified portfolio of well-known and highly popular brands, primarily focusing on the premium instant noodle segment. The Group officially established its presence in Hong Kong in 1984 and is the largest instant noodle company in Hong Kong. The Group primarily manufactures and sells instant noodles, high-quality frozen food products, including frozen dim sum and frozen noodles, and also sells and distributes other food and beverage products, including retort pouches, snacks, mineral water, sauce and vegetable products under its two core corporate brands, namely "NISSIN" and "DOLL" together with a diversified portfolio of iconic household premium brands. The Group's five flagship product brands, namely "Cup Noodles", "Demae Iccho", "Doll Instant Noodle", "Doll Dim Sum" and "Fuku" are also among the most popular choices in their respective food product categories in Hong Kong. In the Mainland China market, the Group has introduced technology innovation through the "ECO Cup" concept and primarily focuses its sales efforts in first-and second-tier cities. In addition, Nissin Foods operates business in other Asian regions including Vietnam, Taiwan, Korea and Australia markets.