

11+ and Inter Bring Three Asian Fans to Hong Kong for Manchester City Match

Three Inter fans from Indonesia, Thailand, and South Korea share their unforgettable journeys and the electric matchday experience in Hong Kong.

SINGAPORE, SINGAPORE, August 25, 2026 /EINPresswire.com/ -- For many football fans, supporting their club means cheering from thousands of kilometres away. For three devoted Inter supporters from Indonesia, Thailand, and South Korea, that passion became an unforgettable experience when they travelled to Hong Kong to watch Inter face Manchester City live at Kai Tak Stadium.

Football fan engagement platform 11+ (11plus.co) partnered with Inter to launch the "First 500 Nerazzurri"

campaign, giving supporters across Indonesia, Thailand, and South Korea a new way to connect with the club. Through interactive challenges in the 11+ app, fans could celebrate their passion for Inter while earning the chance to win an unforgettable trip to Hong Kong or official Inter merchandise.

On August 1st 2026, three grand-prize winners, one from each country, travelled to Hong Kong to watch Inter face Manchester City in The Asahi Super Dry Trophy at Kai Tak Stadium, as part of the Hong Kong Football Festival 2026.

Phakphum Thaibunnak, the Thai winner shared: "I was completely shocked when I found out I had won. Finally being able to watch Inter play live meant so much to me. Hearing the supporters and experiencing the atmosphere inside the stadium was completely different from watching a match on a screen."



Three "First 500 Nerazzurri" winners from left to right: Phakphum Thaibunnak (Thailand), Khalif Mukhlis Kismawan (Indonesia), Lee Seung Min (South Korea), accompanied by South Korean content creator ManGossip.

Khalif Mukhlis Kusmawan, the grand-prize winner from Indonesia, added: "This was an unforgettable experience. I watched Inter from the front row and saw the players up close. It also made me realise how large and extraordinary the global Inter community is. It was amazing to experience such a strong sense of unity and belonging."



Finally, Lee Seung Min, the winner from South Korea, recounted his experience: "It was unreal. Seeing people from so many countries wearing Inter shirts, not only at the stadium but also at the hotel and on the metro, showed me just how global the club is. It made me proud to be an Inter fan."

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Stefano Perazzo, Senior Head of Media House and Digital Marketing at Inter

Their journey reflects Inter's commitment to recognising the loyalty of its Asian supporters and connecting them with the Club through meaningful experiences.

Stefano Perazzo, Senior Head of Media House and Digital Marketing at Inter, said: "Our goal with the First 500 Nerazzurri campaign is to recognise the passion and loyalty that Inter fans across Asia have shown for many years. We want supporters in Indonesia, Thailand, and

South Korea to feel seen and valued, knowing they now have a new way to officially connect with the Club. The campaign celebrates their dedication while bringing the Nerazzurri community even closer together."

For 11+, the campaign reflects its broader mission to make football fandom more interactive, rewarding, and community-driven.

Mohamad Burhan, Marketing Lead at 11+, said: "We believe fan engagement should bring people together around the clubs they love. Through the First 500 Nerazzurri campaign, we are proud to work alongside Inter to celebrate supporters in Indonesia, Thailand, and South Korea. The campaign gives them a meaningful opportunity to be recognised and to share what being an Inter fan means to them."

The campaign demonstrates 11+'s vision of building stronger football communities through fan experiences that extend beyond matchday.

For more information, visit: <https://www.inter.it/en/news/inter-joins-11-plus-platform>

Download the 11+ app on iOS and Android to join the community and discover future fan experiences.

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About 11+

11+ is a football fan engagement platform that transforms football fandom into an interactive, community-driven experience. Through challenges, predictions, digital stamp collections, community activities, and rewards, 11+ connects football supporters across multiple markets. The platform is available on iOS and Android. For more information, visit 11plus.co.

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