

CYBERPORT DIGITAL ENTERTAINMENT INCUBATION-CUM-TRAINING CENTRE

The mission of Cyberport Digital Entertainment Incubation-cum-Training Centre (aka Cyberport IncuTrain Centre) of Hong Kong Cyberport Management Company Limited (HKCMCL) is to incubate companies in the digital entertainment and digital multimedia industries of Hong Kong, with initial focus on digital game and film animation. The aims of the Programme are:

- To build and promote entrepreneurship and competence for commercialization success in the digital entertainment industry of Hong Kong;
- To create a cluster for potential and creative small to medium size companies to develop their business;
- To reinforce the leading role of Hong Kong in digital entertainment;
- To enhance cooperative relationship with game development bases in Mainland China;
- To generate a pool of creative business talents for the industry;
- To enhance cohesion and networking of the industry through vision, technology, business development and inter-company collaboration.

Support for High-Growth Start-Up Companies

By joining the IncuTrain Centre, incubate companies will be provided with equipped office space at favourable terms, advanced digital production facilities and resources, supports in business development, promotion & marketing, partnership matching, as well as technology and entrepreneurship training. The industrial specificity and synergy of the IncuTrain Centre will offer unmatched business opportunities to digital entertainment companies.

數碼港數碼娛樂培育暨培訓中心

數碼港數碼娛樂培育暨培訓中心（簡稱：數碼娛樂培育中心）是香港數碼港管理有限公司（數碼港）為發展香港數碼娛樂和多媒體產業而設的培育基地，初期重點包括數碼遊戲和電影動畫。計劃的目標是：

- 建立和推動香港數碼娛樂產業的企業精神，加強其將產品成功商業化的能力。
- 聚合富創意及潛質的中小企業，協助他們發展業務。
- 強化香港在數碼娛樂的主導地位。
- 加強與中國內地的遊戲發展基地的合作關係。
- 為業界培養具創意的企業人才庫。
- 透過視野、科技、業務發展和公司間的合作，提升業界的凝聚力和聯繫。

支援高速成長的新公司

數碼娛樂培育中心將全面支援受培育公司，範圍包括：提供設備齊全的辦公室及租務優惠、先進的數碼製作設施及資源，支援業務發展、市場推廣與配對合作伙伴，另外更設立科技和企業規劃培訓。數碼娛樂培育中心專注數碼娛樂業，協同效應將為數碼娛樂業製造無限商機。

OFFICE SPACE AT FAVOURABLE TERMS

The Centre will be equipped with 30 ready-to-use office spaces of approx. 600-800 sq. ft., and over 3,000 sq. ft. of exhibition area and solution laboratory. The IncuTrain Centre will significantly lower the start-up cost of incubate companies by waiving their rent of the first 2 years. HKCMCL also provides an ideal testing bed and content delivery platform via its intranet connecting offices, retail outlets and residences within its community environment.

辦公室優惠

數碼娛樂培育中心將提供 30 間設備齊全、可即時遷入、面積約 600—800 呎的辦公室予受培育公司使用，另更設有超過 3,000 呎產品展示區及實驗室供各公司使用。數碼娛樂培育中心將免除受培育公司首兩年租金，大幅降低其營運成本。數碼港更透過其連接辦公室、零售商戶及居所的社區內聯網，為受培育公司提供一理想的內容試驗及傳輸平臺。

ADVANCED DIGITAL PRODUCTION FACILITIES & RESOURCES

The Digital Media Centre, the Wireless Development Centre and the iResource Centre of Cyberport will integrate into this effort and are well positioned to provide the necessary clustering effect with the incubation and training facilities of the IncuTrain Centre. Start-up companies can leverage on the expertise and facilities of Cyberport at discounted rates to enhance their design and development capability, and to shorten their time-to-market.

先進數碼製作設施及資源

座落數碼港的數碼媒體中心、香港無線發展中心和資訊資源中心，將協同本計劃的培育及培訓設施共同發揮數碼港的聚合優勢。受培育公司可以優惠價享用各中心內的設施及專才支援，提升設計及發展能力和以更短時間開發市場。

FUNDING AID

HKCMCL and Innovation Technology Fund (ITF) will contribute funding to provide 30 office spaces and subsidize the IncuTrain Programme. Cyberport will further provide facilities to conduct training courses for the incubate companies and the public.

財務津貼

數碼港及創新科技基金將提供資金設立 30 個辦公室和資助本計劃，數碼港更將提供設施為受培育公司及公眾開辦培訓課程。

BUSINESS DEVELOPMENT SUPPORT

The IncuTrain Centre will provide business development support with experts in financing, fund-raising and legal advice, helping the incubate companies to succeed within and beyond the advanced infrastructure of Cyberport.

支援業務發展

數碼娛樂培育中心將引進財務管理、資金籌措及法律專家支援受培育公司，助其利用數碼港先進的內部架構發展業務。

PROMOTION & MARKETING SUPPORT

The IncuTrain Centre will promote Hong Kong's digital entertainment products and services locally and abroad in major trade shows (e.g. E3, Tokyo Game Show, ChinaJoy) through partnership with Hong Kong Trade Development Council, Hong Kong Productivity Council and other local industry and trade associations like Hong Kong Digital Entertainment Association and China Game Publishers' Association.

支援市場推廣

數碼娛樂培育中心致力推廣香港的數碼娛樂產品及服務，中心將透過與香港貿易發展局、香港生產力促進局和諸如香港數碼娛樂協會及中國遊戲工作委員會等本地工貿協會的合作，參加本港及海外各主要商貿展覽（譬如：E3、東京遊戲展及ChinaJoy等）。

PARTNERSHIP MATCHING SUPPORT

The IncuTrain Centre will establish expert and overseas networks to facilitate the matching of new digital entertainment applications with funding opportunities, e.g. introduction of incubatees to angels, venture capitals and corporate investors. As a unique development base in Hong Kong, the IncuTrain Centre will foster strategic partnership with game development bases in Mainland China, in particular with the bases in the Pearl River Delta Region.

支援配對合作伙伴

數碼娛樂培育中心將透過專家及海外網絡為創新的數碼媒體應用尋求資金配對機會，例如介紹受培育公司給獨立投資者、風險投資基金及企業投資者。作為香港獨有的數碼娛樂發展基地，中心將與中國內地四個遊戲發展基地，尤其珠江三角洲的基地孕育策略合作關係。

TECHNOLOGY & ENTREPRENEURSHIP TRAINING

The IncuTrain Centre will form a Digital Entertainment Academy in collaboration with universities, professional institutions and digital entertainment companies. The Academy will offer on-going professional training on technology and business development to carry the mission of developing digital entertainment artists, masters, producers and entrepreneurs for Hong Kong.

Areas of training will include:

- Technology Focus Training Series;
- Business Development Training Series;
- SME Circle Workshop Series;
- Visionary Seminar Series;
- Youth Creativity Training Series; and
- Web Training Series.

As a key facilitator and resource provider, the Academy will coordinate and catalyze collaboration with local and overseas industry training experts for the long-term development of digital entertainment industry in Hong Kong.

科技及企業培訓

數碼娛樂培育中心將與各大學、專業機構及數碼娛樂公司合作成立數碼娛樂學院，為香港數碼娛樂業提供專業、持續的科技和業務發展課程，培育藝術家、大師、製作人及企業家。

培訓範圍將涵蓋：

- 重點科技培訓系列；
- 業務發展培訓系列；
- 中小企工作坊系列；
- 視野拓展研討系列；
- 青少年創意培訓系列；及
- 互聯網培訓系列。

作為重點設施及資源提供者，學院將協調並催化與各本地及海外業界培訓專家的合作，使香港數碼娛樂業得以持續發展。

SYNERGY OF UNIQUE FOCUS

With a strong industry focus, incubate companies will enjoy unprecedented synergy with other digital entertainment companies within the collaborative spirit of the IncuTrain Centre. Through inter-company networking and collaboration, and sharing of vision, technology, and business practice, the IncuTrain Centre will become Hong Kong's new home of innovative ideas in digital entertainment.

單一專注的協同效應

數碼娛樂培育中心專注單一產業，同業匯聚的協同效應無與倫比，受培育公司在協作的氣氛下，公司與公司之間可增強聯繫合作，並可分享視野、科技與業務營運經驗，數碼娛樂培育中心將成爲創意泉湧的香港數碼娛樂新天地。

ADMISSION CRITERIA

Applicants must have a viable business plan for a product or service to be ready for market in 12 to 18 months. Applicants will be granted extension upon review by an Advisory Committee before the end of the incubation period.

Applicants in their very early conceptualization stage will be encouraged to attend the pre-incubation training programme.

Applicants must have sufficient funds or have plans or the potential to raise sufficient funds for the company to operate for at least one year in the IncuTrain Centre. Preferable applicants are business entities already incorporated (i.e. existing companies with corresponding bank accounts) before admittance to the IncuTrain Centre.

申請資格

申請者須提交一份能於 12–18 個月內推出產品或服務的業務計劃書。培育期滿前將由顧問委員會評核申請者表現以決定能否續期。

若申請者構思仍在早期階段，可推薦參加培育前訓練課程。

申請者須擁有或有計劃或能力籌集最少一年的營運資金。在加入本計劃前已成立及有相關銀行戶口之公司將優先考慮。

VETTING CRITERIA

All applications will be subject to a review by an independent Vetting Committee based on the following criteria:

- Quality and competence of the management team;
- Business viability;
- Innovation of the project, product or service;
- Creativity of the team; and
- Milestones set for every 6 months after admission.

遴選準則

所有申請將由一獨立遴選委員會按下列條件進行評審：

- 管理團隊的素質及能力；
- 商業可行性；
- 計劃／產品／服務的創意；
- 團隊的創造力；及
- 計劃開始後每半年的進度指標。

CYBERPORT

HKCMCL will continue to organize world-class digital entertainment events such as “Digital Entertainment Leadership Forum”, “Games Marathon” and “Cyberport Venture Capital Forum”. We will continue to elevate the quality and status of the events to achieve the public mission of making Hong Kong the digital entertainment hub of Asia. IncuTrain Centre will focus on best practice and policy improvement to serve as a good example of government-sponsored specialized incubation centre for future enhancement of policies.

數碼港

數碼港將繼續舉辦如：「數碼娛樂領袖論壇」、「電玩馬拉松」及「創業基金論壇」等世界級數碼娛樂盛事。數碼港將致力提升各盛事的素質及地位，實踐將香港建設為亞洲數碼娛樂中心的公共使命。同時，數碼娛樂培育中心將致力於最佳實踐及優化策略，為政府資助專責培育中心提供良好範例，助其完善將來之有關政策。