

ICT Industry Competition and Exchange Programme for Expo 2010 Shanghai

Showcase for Hong Kong's ICT Creativity and Innovation

(Hong Kong, 12 April, 2010) - Hong Kong Cyberport Management Company Limited (Hong Kong Cyberport) takes lead in organizing "ICT Industry Competition and Exchange Programme", part of thematic programmes for Hong Kong's Expo 2010 Shanghai (Shanghai Expo) to feature and showcase Hong Kong's ICT excellence and creativity to international audience through a diversified series of marvelous creative and exchange events.

The ICT Industry Competition and Exchange Programme comprises of two major parts: "Hong Kong ICT [Week@Expo](#)" and "Hong Kong Digital Entertainment Showcases (HKDES)". The "Hong Kong ICT [Week@Expo](#)" from 12 to 17 September 2010 is a very significant event for Hong Kong ICT industry leaders and practitioners to promote achievements of Hong Kong's ICT excellence and creative industry in Shanghai Expo.

The "ICT Elite Forum" and all associated events held in the week will provide a platform in Shanghai for Hong Kong industry elites in ICT and creative industry to exhibit their creativity to international audiences and to network with regional ICT and creative professionals. ICT elites and industry leaders will be invited to speak at the Forum.

Over 600 target audience from business, government, professional organizations, general public including students and young professionals from Hong Kong, Mainland, Cyberport's incubatees and international partners will share and exchange their innovative and creative concepts, knowledge and expertise in diversified events to realize the goal of being "City of China, metropolitan of the world".

The HKDES, namely "Geeks: Hong Kong Digital Game Development Competition 2010" and "Gags: Amazing Cities Animation Competition", were officially launched on 23 March, 2010 at the luncheon of Digital Entertainment Leadership Forum 2010 (DELFL 2010) where over 300 local and overseas creative elites attended.

HKDES was organized by Cyberport, co-organised by the Hong Kong Digital Game-based Learning Association, MAYAN: The Hong Kong Maya User Group and Internet Professional Association and sponsored by the HKSAR government; which aims to cultivate exchange and foster future collaboration between the young and professional creative talents in Hong Kong and the Mainland. It also targets to showcase Hong Kong's creative talents to the international audience of the Shanghai Expo.

Students and all interested individuals or parties are welcome to join in the two competitions of HKDES. During April to June 2010, entries will be accepted and contestants are invited to participate in game and animation seminars and workshops held in Hong Kong. The final winners will have the chance to attend the Award presentation ceremony in Shanghai during the “Hong Kong ICT [Week@Expo](#)”. The students’ winners will be awarded sponsored trips to Shanghai to visit the Shanghai Expo.

To further promote the ICT Industry Competition and Exchange Programme to the general public, all the short-listed finalists’ works for the game and animation competitions will be showcased in eight TV episodes which produced jointly by Hong Kong Cyberport and Radio Television Hong Kong. The eight TV episodes will be broadcasted at TVB Jade Channel prime time in Hong Kong from June to August, 2010.

For more details on the ICT Industry Competition and Exchange Programme for Hong Kong, please visit the event website at: <http://expo.cyberport.hk>

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About Cyberport

Cyberport is a US\$2 billion (HK\$15.8 billion) landmark project managed by Hong Kong Cyberport Management Company Limited, and wholly owned by the Hong Kong SAR Government. Focusing on enterprise and professional development, Cyberport helps commercialise creative ideas and incubate start-ups. We have an energetic cluster of creative ICT and digital content tenants who enjoy synergies from co-locating with each other, and we are Hong Kong’s unique Creative Digital Community. Interconnected by a state-of-the-art broadband network, the Cyberport community is home to four grade-A intelligent office buildings, a five-star design hotel, a retail entertainment complex and about 2,800 deluxe residences. Go to <http://www.cyberport.hk> for details.

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Mr. Herman Lam Heung Yeung, Chief Executive Officer of Cyberport gave his welcome remarks.



Officiating guests of the kick off ceremony. (Start from left) Mr. Eddy Hui, the Chairman of the Hong Kong Maya User Group, Mr. Gary Chao, the Chief Executive of Internet Professional Association, Mr. Frankie Tam, the Chairman of the Hong Kong Digital Game-based Learning Association; and Mr. Herman Lam Heung Yeung, Chief Executive Officer of Cyberport.



Guests from co-organizers and supporting organizations took photo with Hai Bao, the mascot of Expo.