

Press Release  
For Immediate Release

## **SME Innovation and Entrepreneurship Global Contest Brings I&T Companies to Greater Bay Area Hong Kong Chapter Opens Call for Entries**

**Hong Kong, 17 June 2021** – To recruit the outstanding Innovation and Technology teams in Hong Kong for the annual state level entrepreneurship contest “Maker in China” SME Innovation and Entrepreneurship Global Contest 2021 Final, the Hong Kong Chapter opens call for entries. This year’s event stays ahead of the Innovation and Technology trends under the new normal to add two new entry categories to the contest, **“Smart Living and Mobility”** and **“Digital Entertainment and Esports Software”**. These new topics will allow the event to discover more diversified new economy companies and help them expand into China’s market, thus accelerating the overall development of the Greater Bay Area as an international innovation and technology hub.

SME Innovation and Entrepreneurship Global Contest aims to promote start-ups innovation by facilitating innovative technologies to match with technology demands and provide incubation and collaboration platforms for small and medium enterprises and start-ups. Through incubating the crème de la crème projects and teams, the contest hopes to innovate new products, new technologies, new mode of operation in different industries, which thus helps promoting digital transformation in all sizes of corporates to level up the overall innovative standard.

The theme of Hong Kong Chapter is “Synergistic Development of Technological Innovations and Entrepreneurship”, and recruits start-ups from 10 innovation and technology categories, including FinTech, Artificial Intelligence and Big Data, Internet of Things, New Generation Information Technology, Advanced Manufacturing, Biomedicine, New Materials, New Energy, Energy Saving and Environmental Protection, and two newly added categories namely “Smart Living and Mobility” and “Digital Entertainment and Esports software”. The call for entries for Hong Kong Chapter opens today and ends on 16<sup>th</sup> July. The top 10 finalists in the Hong Kong Chapter will have 1-on-1 business matching sessions with investors and enterprises from the Mainland. The Champion, First Runner-up and Second Runner-up will represent Hong Kong to compete in “Maker in China” SME Innovation and Entrepreneurship Global Contest 2021 Final in a designated Mainland city to be held in mid-September. They will compete with another two regions, Singapore and Czech Republic, for support to enter the GBA market, including matching with Mainland investors, landing services in Mainland technology parks and mentorship in achieving technology transfer.

**Eric Chan, Chief Public Mission Officer of Cyberport** said, “Cyberport has been actively supporting the development of start-ups in the Greater Bay Area by cooperating

with leading technology parks and incubators in the region, providing landing support in the Mainland for community members and bolstering their access to the Mainland markets. The Contest bridges diverse start-ups' with Mainland corporations, allowing them to leverage the Greater Bay Area's enormous market and rapid economic growth to attract more capital and investors. We hope Cyberport's start-ups will actively participate in this Contest and grasp this chance to develop their businesses in the Greater Bay Area. Together we can build a more vibrant and diverse start-up ecosystem, and support the development of Greater Bay Area into an international innovation and technology hub."

In 2019, Cyberport's incubatees VAR LIVE, an esports and virtual reality start-up, MatrixSense Technology, which has developed a proprietary 3D holographic imaging system and WildFaces Technology Limited, which conducts research in "on-the-move" facial recognition technologies, were selected as top 10 finalists in the Hong Kong Chapter. With its outstanding technological innovations, Matrix Sense stood itself out among other 28 winners from other regions and was selected as top 10 finalists in the "Maker in China" SME Innovation and Entrepreneurship Global Contest Final.

**Wiva Wei, Founder of MatrixSense Technology** said, "As a Cyberport's incubatee, we are glad to have been selected as top 10 finalists in 2019's Final. The contest brought our technology to the Greater Bay Area market through road shows in several Mainland cities with high-tech industries, matching with Mainland I&T capital and granted us opportunities to expand our enterprise and investors networks. After the contest, we even secured a contract of goods and services with a leading Mainland real estate company, boosting our future development in the Greater Bay Area."

**Dr. Teng Zhao, Chief Executive Officer of Light Inno Tech Limited** and the Champion of the Hong Kong Chapter, said, "We are glad to be the Champion of Hong Kong Chapter 2019. We are offered the opportunity to visit technology parks and corporates with winners from other regions, allowing us to appreciate the Government's efforts in assisting Hong Kong and international I&T projects. The corporates also gave us access to the local market and landing support, which is a precious opportunity for the entrepreneurs. I encourage I&T talents from Hong Kong and overseas to grasp the chance and join this year's contest."

The Hong Kong Chapter was started in 2018. This year the contest is jointly organised by China Centre for Promotion of SME Development, China International Cooperation Association of SMEs, the Office of the Government Chief Information Officer, and the Youth Department of the Central People's Government, co-organised by Cyberport and the Angel Investment Foundation. It aims to promote matching in four areas, including bridging together innovative technologies and enterprises, market-ready projects and technology parks, marketised operations and government policies, and deal-flow within the industry chain through building innovative industrial cooperation and upgraded service platforms. Through facilitating matching in these areas, the contest aims to synergise innovation of industries and to enhance overall competitiveness.

For details and application of the Hong Kong Chapter, please visit <https://www.smeiegc.hk/>

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Annex: Contest agenda

<b>Agenda</b>	<b>Date</b>
Application period	17 June to 16 July 2021
Webinar for project recruitment	23 June and 29 June 2021
Project vetting	July to August 2021
Final of Hong Kong Chapter and project matching	18 August 2021
Maker in China SME Innovation and Entrepreneurship Global Contest 2021 Final	Mid September 2021

For high resolution photos, please download via this [link](#).

2021  
國際中小企業創新創業大賽 - 香港分站賽  
SME INNOVATION AND ENTREPRENEURSHIP GLOBAL CONTEST  
HONG KONG CHAPTER

Pitch, Match and Scale  
Power Up Your Global Technovation Mayday  
科創全球比拼 · 開拓無限機遇

17 啟業註冊  
06 Jun Open for Registration

23 & 29 專業線上簡介會  
06 Jun Online Roadshow Presentation

18 截止報名  
07 Jul Registration Deadline

16 香港分區決賽  
08 Aug Final Hong Kong Chapter Final Showcase  
at HKCC, Cyberport HK

09 國際決賽/2021  
09 Sep 國際中小企業創新創業大賽決賽  
"Meet in China"  
SME Innovation and Entrepreneurship Global Contest Final  
at HKCC - Cyberport HK

十大科技領域  
10 Tech Areas

- 人工智能大數據  
AI & Big Data
- 雲計算  
Cloud Computing
- 網絡安全  
Cyber Security
- 物聯網  
IoT
- 智慧製造  
Smart Manufacturing
- 智慧服務  
Smart Services
- 智慧交通  
Smart Transportation
- 智慧城市  
Smart Urban Planning

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The Hong Kong Chapter of SME Innovation and Entrepreneurship Global Contest 2021 opens call for entries. The top 10 finalists in Hong Kong Chapter will be arranged for 1-on-1 business matching sessions with the Mainland's corporates. The Champion, First Runner-up and Second Runner-up will then represent Hong Kong and participate the Global Contest Final in a designated Mainland city in mid September, competing for the support to enter GBA market.



**Eric Chan, Chief Public Mission Office of Cyberport** says, Cyberport has been actively supporting the development of start-ups in the Greater Bay Area. He hopes Cyberport's start-ups can actively participate this Contest and grasp this chance to develop their businesses in the Greater Bay Area and support the development of Greater Bay Area into an international innovation and technology hub.



**Wiva Wei, Founder of MatrixSense Technology** says, as a Cyberport's incubatee, they are glad to have been selected as top 10 finalists in 2019's Final. After the contest, the company secured a contract of goods and services with a leading Mainland real estate company, boosting future development in the Greater Bay Area.



**Dr. Teng Zhao, Chief Executive Officer of Light Inno Tech Limited** says, he was offered the opportunity to visit technology parks and corporates with winners from other regions, allowing him to appreciate the Government's efforts in assisting Hong Kong and international I&T projects. He encourages I&T talents from Hong Kong and overseas to grasp the chance and join this year's contest.

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**About Cyberport**

Cyberport is an innovative digital community with over 1,650 start-ups and technology companies. It is managed by Hong Kong Cyberport Management Company Limited, which is wholly owned by the Hong Kong SAR Government. With a vision to be the hub for digital technology thereby creating a new economic driver for Hong Kong, Cyberport is committed to nurturing a vibrant tech ecosystem by cultivating talent, promoting entrepreneurship among youth, supporting start-ups on their growth journey, fostering industry development by promoting strategic collaboration with local and international partners, and integrating new and traditional economies by accelerating digital transformation in the public and private sectors.

For more information, please visit [www.cyberport.hk](http://www.cyberport.hk)