

**Press Release**  
**For Immediate Release**

## **‘Scaling Hong Kong to the Nordics’ Now Accepting Entries**

*Leading Hong Kong Companies to Visit Finnish and Swedish Digital Entertainment & Games Companies and Investors Early Next Year to Identify Business Opportunities*

**Hong Kong, 30 July 2021** – The Nordic countries are renowned for their creativity, and are also at the forefront of the digital entertainment industry. Many well-known games such as Minecraft, Clash of Clans and Candy Crush have been developed by companies in Sweden, Finland and Norway, and many Nordic game companies are interested in collaborating with Hong Kong companies to open up the Asian market. To create opportunities for Hong Kong digital entertainment and gaming companies to enter the Nordic markets, Cyberport is co-organising “Scaling Hong Kong to the Nordics” with [FinnCham Hong Kong](#) and [Nordic Innovation House Hong Kong](#). Selected companies will learn the latest Nordic market information, and will also form a delegation that will visit Finnish and Swedish game companies and investors on a one-week trip next year to explore business opportunities. The programme opens for application from today.

**Eric Chan, Chief Public Mission Officer of Cyberport**, said: “Many Hong Kong game companies have expanded to overseas markets. Their games have been well-received not only by Asian players, but also in Europe and the US. Leading Nordic game enterprises wish to help introduce Hong Kong companies’ games to the Nordic markets, co-develop new games, and invest in these promising gaming start-ups and companies. With their international business acumen and networks, Hong Kong game publishers could help Nordic companies ‘localise’ their games to better match the taste of Asian players. This programme acts as a collaboration platform between Nordic and Hong Kong companies and provides opportunities for Hong Kong companies to access overseas markets.”

**Binh Johansson, Community Director of Nordic Innovation House**, said: “The development of the digital entertainment & games sector in the Nordic countries is relatively rapid. The Finnish and Swedish games industries today represent market sectors worth €2.2 billion and €2.4 billion, respectively. To stay ahead, gaming companies need to keep abreast of the latest global market trends such as visual computing (VR/AR), democratisation of game development tools and user-created content, as well as collaborating with the world’s outstanding industry players. This programme provides an opportunity for Nordic and Hong Kong digital entertainment companies to meet and learn from each other in order to better understand the global setting they work in. The Nordic countries welcome Hong Kong digital

entertainment start-ups and scalers offering a number of subsidy schemes and favourable policies.”

**Elina Koski, Executive Director of FinnCham Hong Kong**, said: “Given that Cyberport features a complete start-up ecosystem, this programme is just the beginning of a long-term collaboration between Cyberport and Finland’s creative industry. We look forward to co-organising multiple programmes to create further opportunities for talent and technology exchange between us.”

**Arranging business matching according to selected companies’ business needs**

“Scaling Hong Kong to the Nordics” will run for a year. It will help Hong Kong’s digital entertainment and game companies – including game publishers, developers and platforms – to enter the Nordic markets. The vetting panel will select up to 15 shortlisted companies based on their team experience, business development and go-to-market plan.

The delegation is tentatively scheduled to visit game developers and investors in Helsinki and Stockholm in March of next year. The programme will provide eligible applicants (limited to two representatives from each selected company) with financial assistance for the trip. To help the participants prepare for the trip and to enhance the chances for successful collaboration, the organisers will hold a series of advance webinars which will provide the selected companies with a deeper understanding of the latest developments in the Finnish and Swedish game ecosystem. The organisers will also arrange pre-delegation business matching based on the business needs of each participant.

**Gabriel Pang, Chairman of the Hong Kong Digital Entertainment Association**, said: “Due to geographical constraints, Hong Kong’s digital entertainment and game companies have lacked sufficient resources to visit and develop their businesses in the Nordic countries. This programme launches co-operation between Nordic and Hong Kong companies and will provide an excellent foundation for future collaborations.”

The application deadline for “Scaling Hong Kong to the Nordics” is 31 August. Local digital entertainment and game companies interested in applying for the programme are welcome to visit the [web-page](#) to learn more and submit applications.

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

## SCALING HONG KONG TO NORDICS

A Market Opportunity for  
Creative Digital Entertainment  
& Games

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Eric Chan, Chief Public Mission Officer of Cyberport says that leading Nordic game enterprises wish to help introduce Hong Kong companies' games to the Nordic markets, co-develop new games, and invest in these promising gaming start-ups and companies.

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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).