

The “**Hong Kong Game Enhancement and Promotion Scheme**” is the first scheme supporting game promotion in Hong Kong organized by Hong Kong Digital Entertainment Association. The Scheme aims at providing holistic support, including a promotion subsidy of HKD 400,000 - 500,000 for the launching new game, mentor guidance, training programmes (on marketing, fund-raising and game testing), technical resources and subsidies for marketing campaigns and a chance to join Tokyo Game Show 2019 to 12 selected gaming start-ups.

Details of the subsidy

Details of the subsidy to 12 participating companies :

- Receive marketing subsidy of HKD 400,000 - 500,000 to promote a new game (all subsidy will be released on reimbursement basis)
- Receive subsidies for exhibition booth¹ rental and construction expenses² for joining the renowned Tokyo Game Show 2019, with on-site Japanese interpretation. The project will also cover majority of air ticket and hotel charges³ for two attendees from each company. This helps promote Hong Kong game products to the international market and explore business opportunities
- Receive guidance from industry experts to gain experience in game operation and promotion
- Participate in training programmes on marketing, game testing and fund-raising to enhance the effectiveness of launch of new game
- Conduct thorough testing for game enhancement before its release with help from 2 interns (each intern will work for 2 months)
- Gain public exposure for the company and the game through publicity channels of the Scheme (e.g. newspapers, the internet, social platforms, websites, an opening ceremony and sharing sessions)
- Four companies with the best performance in new game promotion will receive certificates of excellence, which will be helpful for further promotion in future

1. For booth allocation of Tokyo Game Show 2019 of participating companies, the secretariat office will arrange the booth allocation meeting and selection will be made by drawing lots.

2. The participating company can't reimburse the cost of Tokyo Game Show 2019 from the programme.

3. 2 representatives of the participating company need to pay \$3,000 per person for the partial cost of air ticket and hotel.

Application Eligibility

Application Eligibility	<ul style="list-style-type: none"> ● The game start-up must have been registered in Hong Kong in not more than 8 years ago on the date of application deadline. ● The company must have less than 20 full-time employees. ● The company should have produced a new game available for release from 1 September 2019. The game should be 90% complete and have room for modifications before market release to enhance its quality and profitability. ● The participating company must apply the Scheme with a new game and declare in the application form that the game has not been released commercially in any market before.
Application Rules	<p>The company is required to submit the following information:</p> <ul style="list-style-type: none"> ● The applicant must carefully read the Application Guidelines before filling in the application form. ● The application form must be completed on a computer before being printed, signed, stamped and submitted online. ● A valid Hong Kong business registration certificate must be submitted. ● A new game of the company, which should be available for release from 1 September 2019, must be submitted for the application. The company shall provide a trial/test version of the game for the reference of the vetting committee and/or submit a Powerpoint/video showcasing the game's current test version for more than 1 minute. The document should be saved on a secure cloud platform (e.g. Google Drive and Dropbox). A URL linked to the downloading site of the file should then be listed on the application form so that the Association can take further actions. ● A promotional campaign of the new game (with a budget no less than HKD 500,000) and its expected outcome must be submitted; selected companies shall later implement the promotional campaigns agreed by the assessment committee to promote the new game. ● A completed and signed application form must be submitted to the online registration system on the official site along with other attachments by 17 May 2019 (Fri) 5:30pm. Late submissions will not be accepted.
名額	12 Game Start-ups

Assessment Criteria

Vetting criteria of the two rounds of vetting are:

- Market potential of the new game
- Creativity of the new game
- Performance of the new game
- Quality of the new game
- Marketing plan of the new game and its expected outcome
- Marketing experience of the participating company

Vetting Process

Once an application is received, the Secretariat will screen all the submitted documents and check if there is any missing information.

Applicants will be selected by an assessment committee comprised of experts in the industry and academia in two rounds of vetting.

- First round of vetting to shortlist the finalists: Among all collected application forms, the assessment committee will select 20 companies to advance to the second round of vetting according to a series of objective criteria.
- Second round of vetting to select participating companies: The assessment committee will conduct interviews with finalists, which shall introduce and display the submitted new game on site and present a marketing plan for the game.

Regardless of the selection results, all applicants will receive an email notification on or before 31 July 2019.

Application methods

- The applicant can download the application form on the official website (<http://geps.hk/>).
- The applicant must carefully read the Application Guidelines before filling in the application form.
- The application form must be completed on a computer before being printed, signed, stamped and submitted online.
- A valid Hong Kong business registration certificate must be submitted.
- A new game of the company, which should be available for release on 1 September 2019, must be submitted for the application. The company shall provide a trial/test version of the game for the reference of the assessment committee and/or submit a Powerpoint/video showcasing the game's current test version for more than 1 minute. The document should be saved on a secure cloud platform (e.g. Google Drive and Dropbox). A URL linked to the downloading site of the file should then be listed on the application form so that the Association can take further actions.
- A Marketing plan of the new game (with a budget no less than HKD 500,000) and its expected outcome must be submitted; selected companies shall later implement the Marketing plan agreed by the assessment committee to promote the new game.
- A completed and signed application form must be submitted to the online registration system on the official site along with other attachments by 17 May 2019 (Fri) 5:30pm. Late submissions will not be accepted.

Timetable (Tentative)

Item	Date
Open for application	1 April 2019
Briefing session	April - May 2019
Deadline of application	17 May 2019
Selecting eligible companies	Late May - June 2019
Release of interview results	Mid-June 2019
Training programme (Training on game tests and game revenue optimisation)	July - August 2019
Game tests and optimisation	July - August 2019
Mentor guidance	July 2019 - January 2020
Tokyo Game Show 2019 booth allotment, exhibition briefing and preparation	August 2019
Scheme opening ceremony and official release of related new games by participating companies	September 2019
Participation of Tokyo Game Show 2019	September 2019
Promotion of new games by participating companies, progress meetings of participating companies and the assessment committee	September 2019 - February 2020
Training programme (Training on game marketing, sales, operation and more)	October 2019 - February 2020
Industrial sharing sessions, during which "Certificates of Merit (Marketing Performance)" will be awarded to companies with excellent performance	March 2020

Enquiry

「Hong Kong Game Enhancement and Promotion Scheme」 Secretariat Office

Contact Person : Mr. Dante Lau

Tel : 3594 6722

Email : dantelau@hkdea.org

Website: <http://geps.hk/>