



Organizer:



Lead Sponsor:



The 4th “**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 450,000 - 550,000 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 2024 to 12 selected gaming start-ups.

Details of the subsidy

Details of the subsidy to 12 participating companies :

- Receive marketing subsidy of HKD 450,000 - 550,000 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 2024. 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 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 2024 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 2024 from the programme.

3. 2 representatives of the participating company need to pay \$5,500 per person for the partial cost of air ticket and hotel.

Application Eligibility

<p>Application Eligibility</p>	<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 applicant should have developed a new game and the dedicated game should be 90% completed OR ● (Newly added eligibility) games that have conducted the Pilot Testing Stage* within 9 months prior to the program's application deadline (from May 31, 2023, to February 29, 2024) are also eligible to participate (see *Remarks below) ● 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. ● Participants from the previous editions who meet the above listed eligibility are welcome to apply (each eligible company could join the program for maximum 3 times only) <p><i>*Remarks:</i></p> <ul style="list-style-type: none"> ▪ <i>The dedicated game is in the Pilot Testing Stage, also known as the open-beta or early access stage in the industry.</i> ▪ <i>The applicant could gather feedback from small quantity of real paid users during pilot testing stage and based on the collected testing data, to further finetune their game play and monetization features, or the promotional strategies.</i> ▪ <i>The applicant needs to present / provide the testing data of the said game to HKDEA during interview, to demonstrate that the dedicated game has potential for improvement to enhance the game's quality and profitability before a FULL market launch.</i> ▪ <i>Based on the above explanation, the dedicated game should not be officially FULL launched.</i>
<p>Application Rules</p>	<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 after admitted to the scheme, 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

	<p>should then be listed on the application form so that the Association can take further actions.</p> <ul style="list-style-type: none"> ● A promotional campaign of the new game (with a budget no less than HKD 550,000) 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. ● The promotional campaign needs to include no less than \$60K “art technology element” such as Augmented Reality (AR), (Virtual Reality) VR, (Extended Reality) XR, and real time animation technology. ● A completed and signed application form must be submitted to the online registration system on the official site along with other attachments by 1 Mar 2024 (Friday) 5:30pm. Late submissions will not be accepted.
Quota	12 Game Start-ups

Assessment Criteria

Vetting criteria 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

**If a previous participating company and a new participating company obtain the same score, the new participating company will be selected first.*

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.

- Vetting to shortlist for interview: Among all collected application forms, the assessment committee will select the eligible companies to advance to an interview according to a series of objective criteria.
- Vetting interview 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 **25 March 2024**.

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 after admitted to the scheme, 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 550,000) 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 **1 March 2024 (Friday) 5:30pm**. Late submissions will not be accepted.

Timetable (Tentative)

Item	Date
Open for application	1 Jan 2024
Briefing session	17 Jan 2024 & 2 Feb 2024
Deadline of application	1 Mar 2024
Interview and selecting eligible companies	13 Mar 2024 & 20 Mar 2024
Release of interview results	22 Mar 2024
Training programme	Apr 2024 – Jan 2025
Mentor guidance	Apr 2024 – Jan 2025
Internship Program Interview	Early Jun 2024
Internship Program - Game tests and optimization	July – August 2024
Launching Ceremony	Late July/Early Aug 2024
Promotion of new games by participating companies, progress meetings of participating companies and the assessment committee	Apr 2024 – Jan 2025
Participation of Tokyo Game Show 2024	26-29 September 2024



Organizer:



Lead Sponsor:



Industrial sharing sessions, during which “Certificates of Merit (Marketing Performance)” will be awarded to companies with excellent performance

Mar 2025

Enquiry

「 Hong Kong Game Enhancement and Promotion Scheme 」 Secretariat Office

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Disclaimer: The Government of the Hong Kong Special Administrative Region provides funding support to the project only, and does not otherwise take part in the project. Any opinions, findings, conclusions or recommendations expressed in these materials/events (or by members of the project team) are those of the project organizers only and do not reflect the views of the Government of the Hong Kong Special Administrative Region, the Culture, Sports and Tourism Bureau, Create Hong Kong, the CreateSmart Initiative Secretariat or the CreateSmart Initiative Vetting Committee.