

**Project Final Report for
Professional Services Advancement Support Scheme (“PASS”)**

1. Project Details

- 1.1 Project Reference No.** : PS173018
- 1.2 Project Title** : Outreaching Program for Game Developers in Hong Kong
- 1.3 Grantee** : Hong Kong Game Industry Association Limited (HKGIA)
- 1.4 Collaborating Organisation(s)** : Nil
- 1.5 Implementation Agent(s)** : How2Work Production House
- 1.6 Sponsoring Organisation(s)** : (i) Yellow Brick Consultant Limited
(ii) Adnovator Communication Limited
- 1.7 Consultant(s)** : Nil
- 1.8 Project Co-ordinator** : (Name) (Post title)
Mr SZE Yan-ngai Chairman of Director Board
- 1.9 Deputy Project Co-ordinator** : (Name) (Post title)
Mr Raymond NEOH Vice Chairman
- 1.10 Project Period (duration)** : from 01/04/2018 to 31/07/2019 (16 months)
- 1.11 Major Beneficiary Sector(s)** : Information and communications technology services
- 1.12 Approved PASS Grant (HK\$)** : 452,000

2. Project Implementation

2.1 Project Summary

(Please give a summary of the project including objectives, deliverables and target professional service sectors within 100 words.)

Hong Kong Game Industry Association Limited organized the Outreaching Program for Game Developers in Hong Kong funded by Professional Services Advancement Support Scheme.

In order to promote the professional service of local game programming/design developers to international markets, a pavilion was set up in Game Developers Conference (GDC) EXPO in San Francisco. The turnkey booth size was 10' X 20', and the GDC Expo started from 20 March to 22 March 2019. The pavilion displayed game play and information of 26 companies. 8 of them dispatched representatives to attend the GDC Expo and present their games to the visitors in the pavilion.

The information and communications technology service sector is benefited from this project. There are around 600 relevant professionals (individuals/companies) in Hong Kong. For this project, the qualification system is Qualification framework (Digital Media Technology Branch of Information and Communications Technology).

2.2 Project Deliverables

(Please compare the actual results achieved with the agreed targets for each item.)

Agreed Targets		Actual Results Achieved <i>(Please submit copies of all relevant supporting materials, e.g. proceedings, attendance records.)</i>	
<i>Date / Deliverables (with quantity)</i>	<i>Beneficiaries (estimated no. of local / non-local participants)</i>	<i>Date / Deliverables (with actual quantity)</i>	<i>Beneficiaries (actual no. of local / non-local participants)</i>
March 2019 One 3-day exhibition in San Francisco, USA	Around 26,000 visitors	<u>Completed:</u> 20-22/03/2019 One 3-day exhibition in San Francisco, USA	Over 29,000 visitors (112% of the target met)
By 31/07/2019 One final report on project outcome	Browsers on internet	<u>Completed:</u> 02/08/2019 (Slightly after the approved Project Period) One final report on project outcome	Browsers on internet

2.3 Project Promotion and Dissemination

(Please compare the actual means used / outcomes with the agreed activities for each item.)

Agreed Activities	Actual Means Used / Outcomes <i>(Please submit copies of all relevant supporting materials, e.g. posters, leaflets, invitation letters, publications, website printouts, dissemination e-mails, newsletters, feedback surveys and analysis.)</i>
(a) For Project Promotion:	
Prepare publicity materials for the exhibition	For promotion of video of 26 participating developer - Promotional EDMs were sent out - Promotional Facebook Ad -
(b) For Dissemination of Project Deliverables:	
E-copy of the final report on the outcome of the whole project	For E-copy of the final report - EDM sent out - Whatsapp sent out - Posted Facebook Ad - Posted News in HKGIA Website -
Photo/ video recordings of all materials developed/ events conducted under this project	For Photo/ video recordings of all materials developed/ events conducted under this project - EDM sent out - Whatsapp sent out - Posted Facebook Ad - Posted News in HKGIA Website Please see the link: https://youtu.be/UtFdbUmJ4m4

3. Achievements and Grantee's Evaluation of the Project

3.1 Number of participants and eligible beneficiaries

Project Deliverables	Eligible Number of Beneficiaries (if known)
(i) One 3-day exhibition in San Francisco, USA	As this is a service promotion project, Hong Kong's information and communication technology services will be eventually benefitted.
(ii) One final report on project outcome	No statistical information

3.2 Feedback from participants / users / professional services sectors

Feedback from delegation participants as followings:

- 10 questionnaires from participants are received
- 100% of participants are very satisfactory or felt excellent for the program
- 100% of participants thought the program is very useful
- 90% and 10% of participants thought the program is definitely useful and very useful respectively, which can help them to explore new business opportunities

Some comments from delegation participants as followings:

- More space, more competitive design to help stand out amongst other booths
- This was an excellent program organized by HKGIA. We have made very many useful business contacts and promoted Hong Kong as a great place to conduct business. We need more funding in the future to make the booth more exciting and compete with other counties
- Great, would be nice to be notified earlier for easier hotel booking
- Let us take a look before the production of banners
- We are very satisfied with the arrangement!
- Global exposure at the top, North American Game Conference is most beneficial to my company, I was able to meet Microsoft, Sony, Nvidia, Intel, AMD among others for 1:1 meetings
- This program is very organized. Can definitely promote the HK game industry
- The booth brought in many interested visitors and helped us make more industry contacts

Feedbacks from booth visitors as followings:

- 78 questionnaires from GDC visitors are received
- Only 18% visitors have a great deal or a lot knowledge of games development of HK
- It means that they know little about the game development in HK
- 32% and 40% of visitors have an impression that HK games are diversified with different styles and genres
- 90% of visitors are likely to consider cooperating with HK developers
- 95% of visitors thought that the pavilion is useful to enrich their knowledge of game development of HK

Some comments from booth visitors as followings:

- Great to see
- Needs more visibility to showcase the games
- Cool images, enough to take a look
- Fun, professional, creative game play
- Very informative!! Good!!
- It develops a lot of mobile games
- Friendly, informative, colorful
- Very friendly people, very creative
- Keep it up! Bring more people
- It's cool and diverse! Love the pet game, its cute
- I didn't know much about it but after talk to them it seems like a really good organization
- Awesome!
- Just learning about it at GDC
- Super approachable and caught my attention well
- Great! Innovative people
- Cool! Open minded
- Knowledgeable and diverse. It also really helps to spread the message of Hong Kong development which may not be known by all
- Some interesting games
- Nice and Open Atmosphere
- More clear goals
- Diverse and talented
- Very welcoming and friendly. Popular Booth

3.3 Dissemination of project deliverables to relevant professionals

1. Production and dissemination of an e-copy of the final report on the outcome of the whole project

An e-copy was written after attending GDC Expo. The report presented the project overview, project period, project abstract, milestones, achievement and feedback. Those details of the project showed the actual situations and feedbacks of GDC Expo. Furthermore, the sharing of participants motivated the industry to promote their products and service globally.

Website:

The e-copy of final report was disturbed on HKGIA website with the recording video of delegation in August 2019.

Facebook:

The e-copy of final report was also disturbed on the following Facebook fan pages and EDM in August and September 2019:

- Hong Kong Mobile Game Start-ups Support Program
- Gamejob18
- Choice Project

2. Dissemination of the photo/ video recordings of all materials developed/ events conducted under this project

The photo and video recordings were taken in GDC Expo and completed post-production after GDC Expo. The photos and video recorded the pavilion of Hong Kong and the interviews of participants.

The length of promotional video is around 6 mins.

Website:

The promotional video was disturbed on HKGIA website with the e-copy of final report on 2 August 2019.

Facebook:

The promotional video was disturbed on the following Facebook fan pages on 6 August 2019:

- Hong Kong Mobile Game Start-ups Support Program
- Gamejob18
- Choice Project

3.4 PASS and other objectives reached *(May choose more than one)*

- Increasing the exchanges and co-operation of Hong Kong's professional services with their counterparts in external markets
- Promoting relevant publicity activities
- Enhancing the standards and external competitiveness of Hong Kong's professional services
- Others

Please elaborate on how the objective(s) was/were met:

See below 5.5 for elaborations.

3.5 Overall achievements of the project

1. Global Promotion of Hong Kong's Game

This is the first time for local game development service to build up its image in GDC Expo. In 2019, GDC attracted over 29,000 industry professionals to attend. Most of the visitors approached HK game developers for the first time and some of them were astonished to know that HK can produce games with good design and quality. They felt excited that a western style game (e.g. Zoomob Limited) was developed by a game developer of Hong Kong. The pavilion also attracted interviews of our delegates by three overseas media.

2. Exposure of local games to global game professionals

In the pavilion, the games of Hong Kong were exposed and played by international professionals from different regions, races and ranks. It helped to obtain the immediate marketing feedback and user experience opinions for improvements from worldwide game experts.

3. Built up global network with key personnel and groups of the industry

Most of the key personnel of the global game industry from a wide spectrum of sector attended the event. It provided an opportunity to developers of Hong Kong to make appointments with targeted personnel for cooperation and marketing. One of our participants, Area 28, recorded over 50 meetings within the exhibition period, and key person from major companies were met. They commented "Global exposure at the top, North American Game Conference is most beneficial to my company. I was able to meet Microsoft, Sony, NVidia, Intel, AMD among others for 1 to 1". There are quite a number of networking meetings during the show period, delegates were able to connect to different groups.

4. Global market intelligence was acquired

Delegates interacted with potential customers and learned the market acceptance and demand. They also collected lots of business cards from interested visitor during the show period. It assisted to connect different types of clients, such as publishers, investors and CEO of game platforms. By observing the new products or services launched in the Expo, existing and coming market trend would be identified.

5. New game concept and idea were inspired and exchanged

Many companies displayed their new technologies and innovated games in the Expo. Their ideas inspired delegates for new products.

GDC Play and VR Play were two areas where many innovated ideas were displayed. Audiences were free to exchange idea with creators.

Some of delegates attended the presentation ceremony of the independent Games Festival (IGF) & Choice Awards and exchanged idea with world top game award winners.

6. Global game marketing and development supports were connected

There were quite a number of service providers of advertising, translation and customer service in the Expo. Those vendors were able to help our developers to customize their games for global market. There were also providers providing technologies or services to enhance efficiency for game development.

The Project Final Report is prepared by the Grantee.