

GAMING



Hong Kong Advantages and Opportunities

- A thriving game market with a strong focus on mobile games, social and casual games; its video games revenue is projected to exceed US\$1.8bn by 2027 (Source: PwC)
- A two-way platform to support international and Chinese game companies to identify clients or partners, and develop or publish their games in the overseas markets
- A super connector with gaming partners, publishers and developers in the Asia-Pacific region
- Increasing demand from brands, corporates and agencies for games professionals and gamification services
- A leading Web3 hub that displays consistent interest in Web3 gaming (Source: CoinGecko)
- Growing demand for digital entertainment talents in Hong Kong; the Government is actively attracting global talents from overseas to relocate and operate business in the city through different talent attraction schemes (Source: Talent List)

Why Hong Kong

- The Asia-Pacific hub for sales, marketing and distribution of international and Chinese gaming IPs, products and services
- Proximity to key video game markets in Asia and Mainland China
- Game publishing, sales or distribution are not subject to licensing control in Hong Kong
- A free port with unrestricted access to foreign-produced games and hardwares
- A simple and low tax regime
- A unique gaming community who are mobile savvy and have high spending power
- A dynamic and vibrant city with supply of international and Chinese talents
- A popular location for IPO or secondary listing
- Business friendly policies and unwavering Government support for gaming & Web3 businesses

Case Studies

“ The city is a strategic location for us to connect the gaming industry players in the East and the West, helping independent developers from both regions to go global while introducing our own IPs into Mainland China and Asia. ”



Thomas Rosenthal
General Manager of Asia Pacific, Digital Bros



“ We target to scale our product in Mainland China and Southeast Asia. Hong Kong’s position is right in the centre, which allows us to recruit team members in the region. ”



Tony Zander
CEO, Area28 Technologies



“ People are willing to try new things and have high consumption power. When we bring new concepts from Japan, the market reacts quickly in Hong Kong. ”



Shuichi Kikuchi
Former President
Namco Enterprises Asia Limited



“ The values of Hong Kong when it comes to knowledge of financials, property rights, capitalism, is actually something that is very compatible with the world of blockchain. You will find talent and resources here that understand those principles probably better than most other places. ”



Yat Siu
Co-Founder and Executive Chairman, Animoca Brands



InvestHK

The Government of the Hong Kong Special Administrative Region
of the People's Republic of China

Funding Schemes & Incubation Programmes

CreateSmart Initiative (CSI) – a funding program provided by the Cultural and Creative Industries Development Agency (CCIDA) to support projects related to digital entertainment, advertising, music, television, design etc.

🌐 csi.ccidahk.gov.hk

Cyberport Incubation Programme – an incubation programme for innovative digital entrepreneurs and startups

🌐 cyberport.hk/en/about_cyberport/cyberport_entrepreneurs/cyberport_incubation_programme

Hong Kong Science & Technology Parks Incubation Programmes – incubation programmes for tech-focused entrepreneurs and startups

🌐 hkstp.org/en/programmes/incubation

Hong Kong Digital Entertainment Industry Fresh Graduate Support Scheme – a subsidy for local digital entertainment employers to recruit and train fresh graduates

🌐 gradsupport.hk

Hong Kong Game Enhancement and Promotion Scheme – a subsidy and support for local game start-ups to enhance game quality and profitability

🌐 geps.hk/?lang=en

Brinc Gaming – an accelerator programme for pre-seed and seed-stage gaming founders

🌐 brinc.io/gaming

Industry Events

Animation-Comic-Game Hong Kong

🌐 ani-com.hk/en

Blocktober

🌐 blocktober.xyz

Digital Entertainment Leadership Forum

🌐 delf.cyberport.hk

Game On!

🌐 gameon.io

Hong Kong International Licensing Show

🌐 hktdc.com/event/hklicensingshow/en

StartmeupHK Festival

🌐 startmeup.hk/startmeuphk-festival-2024

Industry Organisations

Blockchain Game Alliance

🌐 blockchaingamealliance.org

Esports Association of Hong Kong, China

🌐 esahk.org

Hong Kong Game Developer Alliance

🌐 gamedeva.hk

Hong Kong Digital Entertainment Association

🌐 hkdea.org

Hong Kong Game Industry Association

🌐 hkgia.org.hk

Web3 Harbour

🌐 web3harbour.org

Contact

Doris Fong

Head of Creative Industries

Tel: (852) 3107 1011

Email: dfong@investhk.gov.hk

Invest Hong Kong is the department of the Hong Kong Special Administrative Region (HKSAR) Government responsible for attracting Foreign Direct Investment, supporting overseas and Mainland businesses to set up and expand in Hong Kong. We partner with clients on a long-term basis and are available at any stage of their business development process.

24/F, Fairmont House,
8 Cotton Tree Drive,
Central, Hong Kong
Tel: (852) 3107 1000
Email: enq@investhk.gov.hk

investhk.gov.hk

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