



Press Release
For Immediate Release

Digital Entertainment Leadership Forum 2023

Officially Kicks Off Today

Exploring New Developments in Web3 and Creating a New Future for Digital Entertainment

Hong Kong, 25 August, 2023 – The Digital Entertainment Leadership Forum (DELFF) 2023, an annual event organised by Cyberport, officially commenced today at Cyberport. The ceremony was officiated by esteemed guests including Mr Paul Chan Mo-po, Financial Secretary of the HKSAR Government; Professor Sun Dong, Secretary for Innovation, Technology and Industry of the HKSAR Government, Mr Zhang Zhihua, Director General of the Youth Department of the Liaison Office of the Central People's Government in the HKSAR; Mr Simon Chan, Chairman of Cyberport and Mr Peter Yan, CEO of Cyberport.

The three-day event, themed "Power UP! **When Entertainment Goes Beyond 3**oundaries", brings together local and international industry representatives to share insights on how digital entertainment experiences in arts, education, sports, and lifestyle are evolving in the era of Web3. Four immersive zones are also featured at DELFF, each dedicated to a specific aspect of experience — Artainment, Sportainment, Edutainment, and LOHAS. Visitors will have the opportunity to engage with numerous innovative and unique experiential activities, including Metaverse catwalk fashion show powered by Cyberport's community startup Ubivox and Vivienne Tam, Heart Resonance, an AI-driven immersive art installation, painting experience of the HTC VIVE VR Solutions crossover Hong Kong's renowned Aurora Painter Bernard Wong, blockchain-based platform Moxy.io - eSPORTS FOR ALL, and Drone Soccer, Sportopia and more, providing visitors with an amazing experience to immerse themselves in extraordinary digital entertainment creations from various domains.

The Financial Secretary also officiated the opening of the Web3 Living Lab. Web3 Living Lab provides a platform for enterprises to showcase their solutions and applications, and for community members to learn and collaborate together. Web3 Living Lab supports the application and adoption of Web3 technologies, promotes business innovation, brings the Web3 community together for knowledge sharing and experimentation, and raises public awareness of Web3 development.



Mr Paul Chan Mo-po, Financial Secretary said, “The popularity of this Forum and its related activities speak for Hong Kong's status as a booming hub of digitainment business. Cyberport's digitainment cluster is a compelling illustration of this. In addition to giving birth to a unicorn specialising in blockchain and Web3 gaming, we are seeing more start-ups with heartening results.

We in the Hong Kong Special Administrative Region Government believe in the potential of Web3 and its underlying blockchain technology to fast-track innovation, to inspire new business models, and to make our everyday life better. In finance, trade, manufacturing, logistics and so many other areas, it is presenting boundless new possibilities. That is why we are committed, in terms of both policies and resources, to nurturing a vibrant Web3 ecosystem in Hong Kong which will become an important driving force of our economic growth.”

Mr Simon Chan, Chairman of Cyberport, said, "Digital Entertainment Leadership Forum (DELFF) 2023 is a carnival for all and as part of the 'Happy Hong Kong' campaign, we hope to bring happiness to Hong Kong citizens and visitors from the mainland and around the world. Thanks to the government's support, we are able to gain more resources to help start-ups access more growth opportunities and eventually enter international markets. We are committed to the growth and development of the Web3 industry in Hong Kong, cultivating talents and raising public awareness of the transportation of Web3.”

The wave of Web3 has created new opportunities in various industries. The three-day event will be hosted in an offline/physical cum online format, bringing together over 90 top experts from leading international and local technology companies. Prominent experts and artists, including Mr Nolan Bushnell, Co-Founder & Chief Knowledge Officer, Moxy.io; Founder, Atari; Inventor, Pong, and Mr Patrice Latyr Evra, retired athlete and football commentator, Professor Si Xiao, Vice President, Tencent; Dean of Tencent Research Institute, and Mr Hendrick Sin, Co-founder & Vice Chairman of CMGE Technology Group Limited; Board Member of Cyberport, shared their insights on key areas including NFTs, AI-generated content, technical innovation and streaming media, the use of virtual production technology in film and animation, digitised sports, integration of games and music, as well as the overall ecosystem of digital entertainment, discussing how business model and value chain of the digital entertainment industry bring rich insights and inspirations to various sectors, promote cross-industry exchange and collaboration, and pave the way for unlimited possibilities in the future of the digital entertainment ecosystem.



As part of the "Happy Hong Kong" campaign and Cyberport's 20th anniversary celebrations, this year's DELF features a variety of digital entertainment experiences, exquisite refreshment stalls and various exciting highlights. Among them, the Play-to-Earn platform combines gaming with a reward system whereby the public could set up their accounts to complete tasks across the different digital entertainment experience zones at Cyberport and get a chance to redeem prizes. The range of prizes are diverse, offering the public an "Eat, Play, and Win" experience at Cyberport.

In addition, numerous teams and artists were invited to perform at Cyberport this year to celebrate the digital entertainment extravaganza with the community. The TLive AI MarTech Perform x Kandy in the first evening, Cyberport invited Kandy Wong Shan Yee to host a mini concert that garnered enthusiastic responses from the public, enhancing the event's atmosphere.

The spotlight event will be the "Sport and Art Tainment Carnival" and AIIT AI In-place Triathlon Alpha Grand and the 6th Projection Mapping Festival will be hosted tomorrow. The final day will showcase an array of exciting competitions, including the Elderly e-Sports Tournament & Experience Day by Rotary Hong Kong, ER Marvel Snappers Assemble, HKGD Game Competition & Expo 2023, and the Smart LOHAS Walking Football Experience Day. Various workshops and experience zones will remain open until Sunday, offering the public a comprehensive opportunity to immerse themselves in the joy of digital entertainment!

For detailed information about the Digital Entertainment Leadership Forum 2023 and the complete lineup of speakers, please visit: <http://delf.cyberport.hk/>

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Please high resolution photos download through [this link](#).



Cyberport's annual flagship event, "Digital Entertainment Leadership Forum" officially opens today. The Guests of Honours are (L to R): Mr Peter Yan, Chief Executive Officer of Cyberport; Mr Zhang Zhi-hua, Director General of the Youth Department of the Liaison Office of the Central People's Government in the HKSAR; Mr Paul Chan Mo-po, Financial Secretary of the HKSAR Government; Professor Sun Dong, Secretary for Innovation, Technology and Industry of the HKSAR Government; and Mr Simon Chan, Chairman of Cyberport.



Mr Paul Chan Mo-po, Financial Secretary of the HKSAR Government, states in his remark that the popularity of this Forum and its related activities speak for Hong Kong's status as a booming hub of digitainment business. Cyberport's digitainment cluster is a compelling illustration of this.



In his welcome remarks, Mr Simon Chan, Chairman of Cyberport, says Digital Entertainment Leadership Forum (DELFL) 2023 is the carnival for all and as part of the 'Happy Hong Kong Campaign'. Cyberport hopes to bring happiness to Hong Kong citizens and tourists from the Mainland and around the world.



Mr Paul Chan Mo-po, Financial Secretary of the HKSAR Government, officiated the opening ceremony of the Web3 Living Lab and delivered a congratulatory speech.



Renowned fashion designer Ms Vivienne Tam and Cyberport's community startup Ubivox founder, Mr Ivan Fung introduced to Mr Paul Chan Mo-po, Financial Secretary of the HKSAR Government, how to transform into digital models using 3D scanning technology and participate in the metaverse fashion show.



(L to R) Mr Yat Siu, Co-Founder & Executive Chairman, Animoca Brands and Founder & CEO, Outblaze; Mr Sean Hung, Founding Partner & CEO, Chiron; Managing Director, Mr Nolan Bushnell, Co-Founder & Chief Knowledge Officer, Moxy.io; Founder, Atari; Inventor, Pong shared the vision of pioneering a gaming world.



Ms Laura Shi, Head of International Expansion, ConsenSys analyzes the potential of Web3 through Decentralized Finance, NFTs, and Beyond.



Under the theme “Power UP! When Entertainment Goes Beyond 3oundaries”, the three-day forum brings together over 90 esteemed overseas and local speakers.



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About Cyberport

Cyberport is Hong Kong's digital technology flagship and incubator for entrepreneurship with over 1,900 members including over 800 onsite and close to 1,100 offsite start-ups and technology companies. It is managed by Hong Kong Cyberport Management Company Limited, 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, fostering industry development by promoting strategic collaboration with local and international partners, and integrating new and traditional economies by accelerating digital transformation in public and private sectors.

For more information, please visit www.cyberport.hk