

## **Esports Industry Facilitation Scheme** **Part C - Exchange and Development outside Hong Kong**

### **Guides and Notes for the Applicants**

#### **You are required to:**

- Read this Guides and Notes related to the Esports Industry Facilitation Scheme – Exchange and Development outside Hong Kong before submitting your application.
- Contact Hong Kong Cyberport Management Company Limited ("HKCMCL") by email [e-sports@cyberport.hk](mailto:e-sports@cyberport.hk) when you have any queries about the application.

Hotline: (852) 3166 3839 (9 a.m. – 5:30 p.m., Monday – Friday)

Email: [e-sports@cyberport.hk](mailto:e-sports@cyberport.hk)

#### **1. Introduction**

The Esports Industry Facilitation Scheme aims to facilitate the esports industry practitioners to join hands in flourishing the emerging esports industry by offering financial support on organising a great variety of industry activities, including esports competitions and events, training activities and educational programmes, as well as outbound exchanges and development activities. This Guides and Notes set out the arrangement of financial assistance to support eligible applicants to participate in esports related exchange and development activities.

#### **2. Eligibility**

- 2.1. Applicant must be an organisation either registered under the Companies Ordinance (Cap. 622) or the former Companies Ordinance (Cap. 32); or Societies Ordinance (Cap. 151); or non-governmental organisation exempt from tax under section 88 of the Inland Revenue Ordinance; or statutory corporations established under any Ordinances in Hong Kong, including:
  - i) Business enterprises; or
  - ii) Industry/trade associations; or
  - iii) Professional bodies; or
  - iv) Non-governmental organisations receiving subvention from the Social Welfare Department (Reference link: [http://www.swd.gov.hk/en/index/site\\_links/page\\_ngowebseite/](http://www.swd.gov.hk/en/index/site_links/page_ngowebseite/)); or
  - v) Public bodies under Section 2 of the Prevention of Bribery Ordinance (Cap. 201), except the Government Bureaux/Departments, the Executive Council and the Legislative Council (Schedule 1 to Cap. 201 is relevant).

2.2. Applicant shall fall into at least one or more of the following categories of esports industry practitioner:

- i) Training and education institution, professional academy
- ii) Industry association, trade association, chamber
- iii) Game publisher/game licensor
- iv) Gaming software development
- v) Hardware/peripherals manufacturer
- vi) On-spot/online gaming competition/tournament organisation
- vii) Media platform/broadcaster of esports related content
- viii) Gaming technologies application/research and development
- ix) Gaming event production
- x) Esports team/talent management

### 3. Scope of Sponsorship

3.1. HKCMCL provides sponsorship to local esports industry practitioners for joining the following esports exchange and development activities (“Activity”). Such Activity must be organised by HKCMCL or operated by organisations endorsed by HKCMCL and with a good reputation and track record:

- i) Business missions outside Hong Kong
- ii) Trade fairs/exhibitions outside Hong Kong
- iii) Esports Tournaments outside Hong Kong

3.2. Eligible Activities outside Hong Kong shall include but not limited to the industry exhibitions/trade fairs organised by the following entities:

- i) HKCMCL, or HKCMCL jointly organises, co-organises the activities with other parties; or
- ii) Authorised agency commissioned by HKCMCL; or
- iii) HKSAR government and related organisations, e.g. Hong Kong Trade Development Council, Hong Kong Productivity Council, Hong Kong Tourism Board, etc.; or
- iv) Registered esports industry associations or relevant professional bodies (refers to the Directory of Hong Kong Trade and Industrial Organisations of the Trade and Industry Department)

3.3. For any particular Activity operated by organisations endorsed by HKCMCL, applicant may seek preliminary email written advice from HKCMCL on the eligibility for the sponsorship. HKCMCL will make a preliminary assessment on the eligibility of the Activity in question and provide a written response. However, any subsequent change in the

nature, scope or other arrangements of the Activity may affect its eligibility for the financial assistance.

- 3.4. Applicants must have not received and will not receive funding granted by other publicly funded organisations/programmes, which provide support to the same delegation mission and/or marketing exhibitions, and market development support services. Such consideration is on company basis, not on the individuals, shareholders and/or directors of the companies.
- 3.5. HKCMCL reserves the absolute right at all times to determine whether an application has met the conditions for the sponsorship.

#### **4. Coverage of Sponsorship**

##### 4.1. Business missions outside Hong Kong

- 4.1.1. The itinerary of business missions must include attendance of esports activities, and/or business meetings with esports related entities, and/or company visits, and/or business matching sessions for applicants to meet with foreign potential buyers/partners. Business mission comprises purely visits and tours will not be considered.
- 4.1.2. Applicant must participate in such activities as a delegation member. Applicant must be directly represented by their founders/partners/shareholders, and/or Hong Kong-based salaried employees for the whole period of the activity concerned.
- 4.1.3. Participation fee of a business mission charged by organiser or its authorised agency to a delegate member will be covered.
- 4.1.4. Participation by any other means, including outsourcing or subcontracting to a third party, will not be accepted.
- 4.1.5. Non-fundable items
  - i) In the event that the participation fee of the business missions do not cover hotel accommodation and travelling arrangement, such as flight, ferry, or railway, etc. as a designated service package, or the applicants have other reasons not to take the hotel accommodation and/or travelling means of the designated service package, the applicants will have to bear such expenses on its own. For the avoidance of doubt, the following expenses for self-arranged hotel accommodation and travelling means will be not fundable.
  - ii) Hotel accommodation expenses of the founders/partners/shareholders and/or Hong Kong-based salaried employees of the applicant participating as mission

delegates incurred during the period of the activity concerned will not be covered.

- iii) Travelling expenses of the founders/partners/shareholders and/or Hong Kong-based salaried employees of the applicant participating as mission delegates incurred between Hong Kong and the city where the activity takes place, as well as expenses for in-town transportation related to the participation of the Activity concerned will not be cover.

#### 4.2. Esports Tournaments outside Hong Kong

- 4.2.1. Applicant must qualify for the next stage of overseas tournament through online qualifiers or local offline qualifiers in Hong Kong. The tournament must be hosted by international associations or organizers with decent track records. Details and results of such qualifiers must be present in respective official channels.
- 4.2.2. Round-trip flight tickets in economy class to the designated location for participating in the respective tournaments.
- 4.2.3. Accommodation expenses for the stay in designated location for participating in the respective tournaments.

#### 4.3. Trade fairs/exhibitions outside Hong Kong

- 4.3.1. Entrance fee or participation fees charged by organiser or authorised agency for trade fairs/exhibitions.
- 4.3.2. Rental fee for a standard exhibition booth charged by organiser or authorised agency for trade fairs/exhibitions.
- 4.3.3. Rental fee charged by organiser or authorised agency for a shared booth with other exhibitors, or for other forms participation of for exhibits to be displayed at a fixed location throughout the whole period of the Activity concerned including showcase and table-top display in the booth area recognised as a “Hong Kong Pavilion”.
- 4.3.4. Applicant participating in such Activities as booth exhibitor must be directly represented by their proprietors/partners/shareholders, and/or Hong Kong-based salaried employees for the whole period of the Activity concerned.
- 4.3.5. Participation by any other means, including outsourcing or subcontracting to a third party, will not be accepted.
- 4.3.6. Non-fundable items:

- i) Construction, set-up and design fee on booth, transportation expenses for the components of booth and exhibits, and rental charges for booth furniture for trade fairs/exhibitions.
- ii) Expenses for purchasing reusable items and the operation costs of booth (such as salaries of employees) will not be covered.
- iii) Fee for placing advertisement in catalogue of a trade fair/exhibition, and/or on-site printed advertisement, and/or printing of brochures/leaflets, and/or production of souvenirs/marketing collaterals, and/or any form of digital advertising will not be covered.
- iv) Hotel accommodation expenses of the founders/partners/shareholders and/or Hong Kong-based salaried employees of the applicant participating as booth exhibitors/co-exhibitors incurred during the period of the Activity concerned will not be covered.

## 5. Sponsorship

### 5.1. Maximum amount of sponsorship per application

- 5.1.1. Each application should cover expenditures related to exchange and development activity only. The maximum amount of sponsorship for each successful application will be 50% of the total approved expenditure incurred by the applicant or HK\$50,000, whichever is the less. HKCMCL has the absolute right to adjust the portion of support according to actual business needs.

### 5.2. Maximum cumulative amount of sponsorship per applicant

- 5.2.1. There is no limit on the number of applications by an applicant for the sponsorship. However, each applicant may receive sponsorship from HKCMCL up to a cumulative limit of HK\$200,000 only throughout the validity of the Esports Industry Facilitation Scheme.
- 5.2.2. If the expenditure items covered by an application are paid in a currency other than Hong Kong Dollars, HKCMCL reserves the absolute right at all times to use prevailing market exchange rates to determine the equivalent amount of the expenditure in Hong Kong Dollars. HKCMCL will not be liable for any discrepancy, due to fluctuation of exchange rate.

## 6. Participation in Other Funding Programmes

- 6.1. Applicants shall make a true, full and accurate disclosure of funding on the delegation missions and marketing exhibitions from all other publicly and/or privately funded programmes, but not limited to:
  - i) all applications in progress to such programmes;
  - ii) all successful applied applications to such programmes
- 6.2. Applicants shall, at any time when requested, provide evidence of payments made or received in respect of such publicly and/or privately funded programmes.
- 6.3. Applicants shall inform HKCMCL immediately if there are any subsequent changes to the above information (and when requested, provide evidence of payments made or received in respect of such programmes after the date of submission).
- 6.4. If Applicants have received or will receive any other direct publicly funded organisations/programmes for any expenditure item(s) of the Activity, they should not apply for sponsorship from the Esports Industry Facilitation Scheme for the same funded expenditure item(s) under the same Activity. HKCMCL reserves the absolute right to determine whether an application is in conflict with the above conditions.

## 7. Application Process

- 7.1. An applicant organisation shall fill in and submit the Esports Applicant Eligibility Check Form (EYT.SF.010).
- 7.2. Upon the approval from HKCMCL, the applicant should submit Esports IFS Application Form – Exchange and Development outside Hong Kong (EYT.SF.030) at least 60 working days before the departure date of the Activity.
- 7.3. Application should be completed by the principal applicant or the director or a shareholder of the applicant. Otherwise, it will not be processed.

## 8. Result Announcement

- 8.1. Successful applicants shall be notified by email from HKCMCL via [esports@cyberport.hk](mailto:esports@cyberport.hk).

## 9. Acceptance of Funding Scheme

- 9.1. Successful applicants shall reply a written response by email to confirm the acceptance within 14 working days of the date of the result announcement.

- 9.2. If HKCMCL does not receive any written response within the time frame state above, HKCMCL shall assume that the applications have withdrawn their applications. The subject application will be dismissed without further notice.

## 10. Commitment

- 10.1 The applicant is not entitled to charge any interest or claim any compensation or relief of whatsoever nature against the HKCMCL in the event of any late or withholding of payment of the approved grant for any reason whatsoever.
- 10.2 If applicants have received or will receive from any other direct publicly funded organisations/ programmes for any expenditure item(s) of the event/ activity, the same expenditure item would not be funded by the funding scheme under application.
- 10.3 HKCMCL reserves the absolute rights to make changes to programme requirements as set out in any published guidelines and submission templates related to the Esports schemes.

## 11. Reimbursement Procedure

- 11.1. Applicant should submit Esports IFS Reimbursement Form – Exchange and Development outside Hong Kong (EYT.SF.070) by email to e-sports@cyberport.hk within 30 working days after the completion date of the Activity, together with the requisite supporting information.
- 11.2. Previous approval for an application for sponsorship in relation to a particular Activity does not guarantee that the same Activity will be eligible for sponsorship in the future. HKCMCL will evaluate each Activity and application having regard to the prevailing circumstances. HKCMCL reserves the absolute right at all times to review the eligibility of any Activity.
- 11.3. Late submission of an application will not be accepted. Applicant at all times should note that it is their responsibility to ensure that their applications are received by HKCMCL before deadline.
- 11.4. Applicant should submit the following supporting documents/information for each exchange and development activity concerned, including:
- i) A copy of each receipt and payment proof in relation to payments made by the applicant for expenditure items concerned.
  - ii) An original copy each of the relevant invoices/quotations/contracts (showing detailed contact information of the issuing organisation). The name of the payer shown on the receipt(s) must be the same as the name of the applicant.

- 11.5. Only fees paid by Applicant to the organiser/co-organiser/relevant operator/service provider of Activity are eligible. Fees paid by any third party on behalf of Applicant, regardless of its relationship with the Applicant, are not eligible. Any expenses that may be refunded by the organiser/co-organiser/operator/service provider or other organisations/parties of the activity concerned (e.g. refundable tax and deposits for participation in the activity) are also not eligible.
- 11.6. For applications in relation to participation in trade fairs/exhibitions, the following supporting documents/information should also be submitted:
- i) Information pertaining to the trade fairs/exhibitions, including name of the organiser, activity name and date of the activity, etc.;
  - ii) Exhibitors' list showing clearly the full company name of the applicant, booth/stand number and Hong Kong contact details;
  - iii) Photos of exhibition booth/other form of participation records showing clearly the exhibitor's full name (which should be the same as the full name of the applicant enterprise), booth number, all exhibits and the complete layout of the booth/other form of participation;
  - iv) Evidence to substantiate the applicant's full participation in the activity (such as exhibitor's badge, travelling and accommodation proofs in respect of founders/partners/shareholders/Hong Kong-based salaried employees participating in activities outside Hong Kong);
  - v) Evidence showing that participants of the activity are the founders/partners/shareholders/Hong Kong-based salaried employees of the applicant organisation (such as Mandatory Provident Fund records of the month when the activity is conducted, employment contract, salary payment record, and Employer's Return of Remuneration and Pensions for the Inland Revenue Department);
- 11.7. Reimbursement Form together with all required supporting documents, including but not limited to, a post-event report with event photos, original invoices, receipts and signed quotations must be submitted within 30 working days after the end date of the Event/Activity. All submitted information for reimbursement purpose will not be returned;
- 11.8. If necessary, HKCMCL may require Applicant to provide additional documents (e.g. copy of bank records/credit card statements/bank cheque/cashier order/telegraphic transfer records showing the full company name of the applicant enterprise) to substantiate full payment of the expenses incurred at the activity concerned. HKCMCL reserves at all times the absolute right to determine whether a particular expenditure item is eligible for the scholarship;



- 11.9. If the expenditure items covered by an application are paid in a currency other than Hong Kong Dollars, HKCMCL reserves the absolute right at all times to use prevailing market exchange rates to determine the equivalent amount of the expenditure in Hong Kong Dollars. HKCMCL will not be liable for any discrepancy, due to inflation of exchange rate.
- 11.10. The subsidy shall be disbursed to the applicant by HKCMCL within 30 working days upon satisfactory receipt of all required and supporting documents from the applicant.

## 12. Probity Policy for Applicants

To ensure openness, fairness and integrity of the Scheme, each applicant shall:

- 12.1. Observe the Prevention of Bribery Ordinance (Hong Kong Legislation – Cap. 201) and shall advise its employees, agents, subcontractors and other personnel who are in any way involved in its application/project (the "Personnel") that they shall observe the same and that they are not allowed to offer to or solicit or accept from any person any advantages as defined in the Prevention of Bribery Ordinance in relation to the application/project;
- 12.2. Not offer or give or agree to give any person employed HKCMCL, the members of the Vetting Panel or acting on its behalf, any gift or consideration of any kind as an inducement or reward for doing or forbearing to do or for having done or forborne to do any act in relation to the Scheme or for showing or forbearing to show favour or disfavour to any person in relation to the Scheme;
- 12.3. Promptly declare and notify HKCMCL in writing of any potential or actual conflict of interests upon becoming aware of the same. "Conflict of interests" shall include (but are not limited to) any situation where the personal/financial interest of an applicant or its Personnel, conflict or compete, or may be expected to conflict or compete, with the role, duties and/or impartiality of such applicant or Personnel under the Programme;
- 12.4. Apply the funding prudently, efficiently and solely for the purpose of the project approved under the Scheme;
- 12.5. Abide by the principles of openness, fairness and competitiveness in the procurement of any goods/services in connection with the Scheme; and
- 12.6. Take all necessary measures (including by way of a code of conduct or contractual provisions) to ensure that its Personnel are aware of and comply with the requirements under this Policy.