

Press Release
For Immediate Release

Nine Cyberport Mobile Game Developers are selected for Hong Kong Game Enhancement and Promotion Scheme

Hong Kong, 17 September 2020 – Cyberport congratulates nine mobile game developers in its community on being selected for the second edition of **Hong Kong Game Enhancement and Promotion Scheme (GEPS)** organised by Hong Kong Digital Entertainment Association and sponsored by CreateHK. They constituted a majority of the twelve quotas.

Each of the selected game developers would receive a market subsidy of HKD400,000 to HKD500,000 to promote its next, to-be-launched game. GEPS offers a series of practical trainings related to marketing, game testing and capital introduction. The selected game developers are coached by experienced industry experts to enhance their capability in operations and game promotions. The Scheme also dispatches two interns to each company to assist its game testing and improvement. Besides, the selected companies will be sponsored to join the Taiwan Game Show next January (tentative) and setup booths to promote their games and overseas expansion.

Providing game developers with operation guidance

Eric Chan, Chief Public Mission Officer of Cyberport, said, “Cyberport has been committed to driving the development of digital entertainment and esports in Hong Kong for years. The Cyberport Incubation Programme (CIP), the Esports Industry Facilitation Scheme and the Esports Internship Scheme are all available to support industry development and cultivate talent. In addition, we collaborate with industry organisations and experts, including the Hong Kong Digital Entertainment Association, to provide trainings and coaching for digital entertainment start-ups. This support can enhance companies’ competitiveness, building a solid foundation for them to stand out in the face of heavy international competition.”

Gabriel Pang, Chairman of Hong Kong Digital Entertainment Association, said, “One of the problems with Hong Kong start-up game developers is that they might not have sufficient experiences in designing charging methods, for example how to insert paid advertisements and game features into their games. These factors directly impact on the game’s profitability as well as the companies’ sustainable development. In this sense, our scheme aims at helping the start-up companies to improve their game qualities and profitability.”

Effectively reduce game development time

As two CIP startups, **Original Workshop** and **Genuine Studio** have been selected for

GEPS both last year and this year. Specialized in leisure business game, Original Workshop launched Genki Village last year. The game has recorded more than 200,000 downloads, many of which are from Hong Kong, Taiwan and US. Gigi Wong, Co-Founder and Business Development Director of Original Workshop, said GEPS provided a subsidy for online promotion to make their game visible to more gamers. Their tutors also coached them to analyse data from online platforms and adjust marketing strategies, rendering their promotions more cost-effective. Gigi said their tutors also offered valuable advice on game production, “We spent about nine months on developing Genki Village. However, the development time of our new business game, Idle Hollywood Tycoon, was drastically reduced to around six months with the techniques for data-based game design and fine adjustment learnt last year. This was significant beneficial to our operation and cash flow.”

Improved design extends game lifespan

Genuine Studio focuses on developing detective-suspense games. *Dangerous Man*, based on known crime cases in Hong Kong, was launched last year with 500,000 downloads recorded. **Janus Wong, CEO of Genuine Studio**, said, “aside from the promotion fund, what is more important is that our tutors helped analysing the behavior of our gamers, such as the levels players tend to give up or to make in-game purchases. We find this very helpful in designing levels and adding tips in our new game *Rainy Butcher* and keeping the gamers enthusiastic, to which the game’s lifespan and our profitability could be increased.” Janus also pointed out they attended the Tokyo Game Show with GEPS’s sponsorship last year and met overseas game agencies which showed considerable interests in Hong Kong-styled games. Apart from Chinese (with Cantonese voiceover) and English versions, *Rainy Butcher* will also be adopted Russian and Korean through the overseas agencies the studio encountered in the Tokyo Game Show in order to reach out to overseas markets.

Please refer to the attachment for the complete list of selected companies. Media associates interested in interviewing the selected game developers, please contact [Cyberport Communications and Stakeholder Engagement Team](#).

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For high resolution photos, please download via [this link](#)



Eric Chan, Chief Public Mission Officer of Cyberport, said that Cyberport has been committed to driving the development of digital entertainment and esports in Hong Kong. Apart from providing supports through CIP, EIFS and EIS, it also collaborates with industry organisations and experts to provide trainings and coaching for digital entertainment start-ups.



Gabriel Pang, Chairman of Hong Kong Digital Entertainment Association Limited, pointed out that GEPS provides techniques for paid game features and marketing. It helps the game developers to improve their game qualities and profitability.



Gigi Wong, Co-Founder and Business Development Director of Original Workshop shared that they learnt techniques for data-based game design and fine adjustment in last year's scheme. When they developed the new game this year, its development time was drastically shortened. This was beneficial to the company's operation and cash flow.



Janus Wong, CEO of Genuine Studio, said their tutors helped analysing the behavior of their gamers. It became crucial references for the development of their new game. This could increase their game's lifespan and profitability.

List of Cyberport companies selected for the 2nd Hong Kong Game Enhancement and Promotion Scheme

		
<p>Add Mission Workshop Limited Game : Kong-Fu Legends</p>	<p>Finifugu Games Limited Game : Otter Ocean</p>	<p>Gameba Studio Limited Game : Micro Smash</p>
		
<p>Genuine Studio Ltd Game : Rainy Butcher</p>	<p>Goblin Gamer Company Limited Game : Gate of Mobius</p>	<p>Minidragon Limited Game : Dungeon Warriors</p>
		
<p>Original Workshop Company Limited Game : Idle Hollywood Tycoon</p>	<p>Simplist Limited Game : Lilulu</p>	<p>Trefle & Co. Game Game : Dashero</p>

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About Cyberport

Cyberport is an innovative digital community with over 1,500 start-ups and technology companies. It is managed by Hong Kong Cyberport Management Company Limited, which is 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 on their growth journey, fostering industry development by promoting strategic collaboration with local and international partners, and integrating new and traditional economies by accelerating digital transformation in the public and private sectors.

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