

Scaling Hong Kong to Nordics – A Market Opportunity for Creative Digital Entertainment & Games

Guides and Notes for the Applicants

You are required to:

- Read this Guides and Notes related to the Scaling Hong Kong to Nordics – A Market Opportunity for Creative Digital Entertainment & Games (“the project”) before submitting your application.
- Contact Hong Kong Cyberport Management Company Limited (“HKCMCL”) by email nordics_games@cyberport.hk when you have any enquiries about the application.
- Fill in the online application form and submit supporting documents to nordics_games@cyberport.hk before the application deadline on 7 September 2021.

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

Email: nordics_games@cyberport.hk

1 Introduction

- 1.1 “Scaling Hong Kong to the Nordics” is to create go-to-market opportunities for scaling Hong Kong digital entertainment and game companies to the Nordic Markets. The programme period is for around 12 months. The programme design includes recruiting and identifying start-ups and scale-ups in the programme, preparing the participants for identifying the business opportunities in Nordics, identifying and engaging the business partners for the participants, delegation to Nordic and post-delegation activity in Hong Kong. The project aims to bring a positive impact and resources to the Digital Entertainment and Creative economy in Hong Kong.
- 1.2 The project is organised by Finnish Chamber of Commerce in Hong Kong (“FCCHK”) in partnership with Cyberport to select the applicants.

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 statutory corporations established under any Ordinances in Hong Kong, including:
 - Business enterprises; or
 - Industry/trade associations; or
 - Professional bodies
- 2.2 Applicant shall fall into at least one or more of the following business natures:
 - Game publisher
 - Game licensor
 - Game platform
 - Game technologies application/research and development
 - Game studio
 - Any game related project
- 2.3 Priority is given to Cyberport community fall into the following categories:
 - Cyberport Incubatees, Grantees and Alumni
 - Member of Cyberport Startup Alumni Association

- Cyberport Smart-Space tenant or Cyberport tenant

- 2.4 The applicants must be a registered company in Hong Kong with a business history of more than 2 years, as at the application deadline.
- 2.5 The application must have track record of successful game business or game related projects in the local market and looking for global expansion.
- 2.6 FCCHK, HKCMCL and/or the Vetting Team reserves the right, in their sole and absolute discretion, to define and decide on whether the application satisfies the requirement stated in this Guides and Notes.

3 Funding Scope

- 3.1 The project provides financial assistance to eligible applicants for a business matching trip (including flight and accommodation) to Nordics, limited to a maximum of 15 companies and 2 representatives from each company (30 spots in total).
- 3.2 A participation fee of HK\$4,000 will be collected from each participant who is joining the trip. The participation fee is refundable if the trip gets cancelled due to the current travelling restriction. Personal reason will also be considered on a case-by-case basis.

4 Application Process

- 4.1 Applicant must fill in and submit the online application form and the following company documents to nordics_games@cyberport.hk before the application deadline on 7 September 2021:
 - Business Registration – BR
 - Certificate of Incorporation – CI
 - Incorporation Form – NNC1 and NAR1
 - Company Profile & Financial Report
 - Go-To-Market Expansion Plan
- 4.2 Application should be completed by the principal applicant or the director or a shareholder of the applicant. Otherwise, it will not be processed.
- 4.3 HKCMCL shall screen all applications throughout the process to ensure that they meet the eligibility criteria as stated in this document.
- 4.4 HKCMCL shall assess every application through a vetting mechanism, including initial screening and validation of information, and determined by a Vetting Panel. Applicants may be requested to provide further information in writing or attend interview to facilitate reaching a decision.
- 4.5 Late submission and application with missing supporting documents will not be considered.

5 Vetting Criteria

5.1 Vetting Criteria and Weighting

The Vetting Team shall consider the following criteria weighted as follows in determining a prospective project's potential to become a selected candidate:

Experience of the participating company (30%)

- Skill level of staffs
- Experience of the team
- Game-related projects reference
- Creativity

Go-To-Market plan and its expected outcome (40%)

- Track records/Go-To-Market plan of the game-related projects
- The number of game installation, active users, current revenue, awards if applicable

Organization turnover (30%)

- Operating cash flow
- Current ratio
- Company market share
- Corporate profitability
- Investment
- Financial forecast

5.2 The project has a quota for 10-15 game related companies, which will be selecting by an assessment committee comprising experts in the game industry and academia in two rounds of vetting.

5.2.1 First round of vetting to shortlist the finalists: From all collected application forms, the assessment committee will select the eligible companies for the second round of vetting according to a set of objective criteria.

5.2.2 Second round of vetting to select the participating companies: The assessment committee will conduct interviews with the finalists, which shall introduce and display their games on site and present a global expansion plan for their applying games.

5.3 Final funding decision is subject to the Vetting Team's evaluation. No appeal or request for explanation of the decision will be considered.

6 Result Announcement

6.1 Email notifications shall be sent to the applicants on the final vetting result, which is subject to reference check by Cyberport.

7 Acceptance of the Offer for Admission

7.1 Successful applicants shall sign and return the agreement form to confirm their acceptance of the offer for admission to the project within 30 calendar days of the date of the Result Announcement.

7.2 If Cyberport does not receive the agreement form from a successful applicant within the time frame stated above, Cyberport shall assume that the applicant has withdrawn its applications. The subject application will be dismissed without further notice.

8 Obligations of Applicants

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

8.1.1 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;

8.1.2 Not offer or give or agree to give any person employed by FCCHK and Cyberport , any members of the Vetting Team, or any individuals acting on its or their behalf, any advantage, gift or favour during the application period or as an inducement or reward for such person's doing or forbearing to do or for having done or forborne to do any act in relation to the project or for showing or forbearing to show favour or disfavour to any person in relation to the project;

- 8.1.3 Promptly declare and notify FCCHK and/or Cyberport 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 project;
- 8.1.4 Warrant that the applicant is the original creator of its project and its project is original. To the best of the applicant's knowledge, the applicant's project and the product(s) and/or service(s) to be developed as a part of the project are not under development or available anywhere in the world;
- 8.1.5 Ensure that the development, completion and use of the project and the product(s) and/or service(s) to be developed as a part of the project will not infringe the rights or intellectual property rights of any other party (whether registered or not), including but not limited to patent rights, trade mark rights, and copyright;
- 8.1.6 Abide by the principles of openness, fairness and competitiveness in the procurement of any goods/services in connection with the project; and
- 8.1.7 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 these Guides.

9 Compliance with Laws of Hong Kong and in Other Jurisdictions

- 9.1 Applicant must comply with all local laws and regulations when conducting the Company's business, and also those in other jurisdictions when conducting business there or where applicable.