

[Brussels ETO, InvestHK and NHKBA co-host webinar to promote Hong Kong as destination of major sports and e-sports events \(with photo\)](#)

The Hong Kong Economic and Trade Office in Brussels (Brussels ETO), Invest Hong Kong (InvestHK) and the Netherlands Hong Kong Business Association (NHKBA) co-hosted a webinar entitled "The Business of (E)Sports in HK and Mainland China" on November 24 (Brussels time) to promote Hong Kong as a destination of major sports and e-sports events.

In her opening remarks delivered at the webinar, the Deputy Representative of the Brussels ETO, Miss Fiona Chau, highlighted the efforts of the Hong Kong Special Administrative Region (HKSAR) Government to promote Hong Kong as a sports hubs with a year-round calendar of world-class sporting events. She said that the HKSAR Government launched the "M" Mark System in 2004 to help local national sports associations organise more major sports events and nurture them into sustainable undertakings. Sports events granted with "M" Mark status can receive a package of tailor-made support measures to help them evolve into regular, market-oriented and profitable events.

Miss Chau added that the HKSAR Government is making substantial investments in upgrading local sports infrastructure, such as the development of the Kai Tak Sports Park. The project work of the Kai Tak Sports Park is targeted to be completed in 2023, and the Park is expected to be the home of Hong Kong's current and future major sports events.

Miss Chau also pointed out that e-sports present many new alternative career paths for youth in today's dynamic Internet-driven economy, from professional players, technical experts/consultants, game developers, directors, coaches, promoters and commentators to start-up entrepreneurs. To enable Hong Kong to seize the opportunity to enter the global e-sports arena, the HKSAR Government allocated in 2018 HK\$100 million for promoting the early stage development of the local e-sports industry, which includes the construction of a dedicated world-class e-sports competition venue at Cyberport.

"Cyberport's e-sports venue, which commenced operation in July 2019, will develop into a flagship e-sports-cum-digital entertainment centre in Hong Kong. We look forward to seeing a thriving e-sports industry in Hong Kong, not just players and game developers, but also a wide range of innovation and technology professionals in areas including digital marketing and live streaming in the years ahead," Miss Chau said.

Miss Chau concluded her remarks by highlighting that Hong Kong remains resilient amidst the challenges caused by the COVID-19 pandemic, and that Hong Kong is fully switched on to the opportunities ahead as a free, open and

welcoming society in the heart of Asia.

Other speakers of the webinar included Dutch-born Chinese racing driver, Ho-Pin Tung; a former table tennis champion and writer, Bettine Vriesekoop; and Chief Operating Officer of Vexed Gaming (a leading e-sports organisation in the United Kingdom), Ms Pei Zhi Liou.

