

# HONG KONG PAVILION<sup>2024</sup>

## Project Introduction

With funding support from the Cultural and Creative Industries Development Agency, the Hong Kong Digital Entertainment Association (HKDEA) has once again led 20 local creative enterprises to establish a physical "Hong Kong Pavilion" at the annual international event in Vienna, Austria – the Augmented World Expo EU 2024 (AWE EU 2024). The pavilion showcased the local innovative achievements in technologies such as VR/AR/XR, and artificial intelligence (AI), demonstrating the city's creative soft power to the globe.

## Project Review

### Kick-off Ceremony of the Augmented World Expo EU 2024 "Hong Kong Pavilion" and "AI x Creative Technology" Forum

To support the Hong Kong delegation and wish them great success in showcasing and promoting local creative technologies, the Kick-off Ceremony of the Augmented World Expo EU 2024 "Hong Kong Pavilion" was launched on 15 October 2024. Mr Alex So, Head (Multi-media) from Cultural and Creative Industries Development Agency, Mr Gabriel Pang, Chairman and Mr Orange See, Vice-chairman (Game) from Hong Kong Digital Entertainment Association, Mr Terence Leung, Selection Committee member & Senior Manager (Digital Entertainment) from Cyberport were invited to be the guests of honour. Additionally, Mr Lawrence Cheung, Senior Business Development/Service Manager from HTC HK and Mr Hagle Chen, Hong Kong Director, LightSpeed Studios from Tencent Games, were invited to share their insights on how AI can advance the development of virtual reality equipment and gaming. Moreover, a participant from AWE EU 2023, Mr Samuel Lam, Chief Executive Officer from X Social Group Ltd, was present to share his experience participating in the pavilion. All attendees found the event highly beneficial.



### Augmented World Expo EU 2024 (AWE EU 2024)



The expo took place over two days, from 29-30 October, 2024, at the Austria Centre Vienna. It attracted over 120 exhibitors from around the world and more than 2,000 participants, including representatives of global creative enterprises, designers, XR and VR experts, and investors. This grand event featured over 125 exhibitors showcasing unique and innovative technologies, leaving attendees thoroughly impressed.

Mr Orange See led the Hong Kong delegation, and had the honour of inviting the Dr Chung Wing Hin, Head of Business and Talent Attraction / Investment Promotion from Invest Hong Kong, Ms Reanne Leuning, Director of Creative Industries from Advantage Austria and Mr Wolfgang Bergmann, Chief Financial Officer from Belvedere Museum, to officiate the opening of the Hong Kong Pavillion.



The Hong Kong Pavilion was divided into four zones: Game Development, Education & Training, Art Technology, and Business/ Medical Technology to showcase local creative technologies in a clear and organised manner. During the expo, Hong Kong's delegation brought to light the city's innovative advancements in the XR industry. Five representative companies introduced the Hong Kong Pavilion to participants from all over the world in the AWE auditorium and invited them to visit the pavilion.

The Hong Kong delegation also visited four Austrian companies - Mi'pu'mi Games, Media Apparat, Artivive and Vrisch, as well as the renowned Belvedere Museum. The delegation actively engaged in exchanges and discussions with the local industry

professionals to expand their presence in the international market. They also expressed their commitment to creating more new and innovative projects that blend Chinese and Western elements for the public.



## Unleashing Creativity” and AWE EU 2024 “Hong Kong Pavilion” Dissemination Seminar & Sharing Session

In the dissemination seminar held on 12 December 2024, the companies representing the AWE EU 2024 “Hong Kong Pavilion” shared their experiences, stating that they learned a lot during the tour. Not only did they showcase their unique technologies and products to the global XR industry, but they were also greatly inspired by the exhibits of other participating companies. Some of our delegates are now actively exploring collaboration with foreign companies, hoping to foster further cooperation!

During the sharing session, Mr Terence Chow, Senior Go-To-Market Specialist, AWS Machine Learning, Worldwide Specialist Organization (WWSO) from Amazon Web Services (AWS) and Mr Orange See, Vice-Chairman (Game) from Hong Kong Digital Entertainment Association were invited to discuss the latest industry developments with the attendees, who were highly engaged.



## A series of three workshops on "Tech x Creativity"

To provide more opportunities for the public to exchange ideas and learn about creative technologies, HKDEA launched a series of three workshops on “Tech x Creativity” in January and February 2025, following the conclusion of AWE EU 2024. Experts from AI and creative industries shared insights on how the latest AI techniques can inspire creators and enhance content, and push the boundaries of creativity.