



葉劉淑儀議員辦事處

Office of Hon. IP LAU Suk Yee, Regina

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**Liaison with Digital Entertainment Incubators in Mainland China**

The digital entertainment industry is growing rapidly worldwide and is an exemplar of combining technology and creativity to generate higher added value. Many Mainland cities have recognized the potential of the industry and channeled massive resources to promote its development. Digital entertainment industry parks and incubation programmes are mushrooming in China. For example, the government of Jiaxing, Zhejiang has recently announced the setting up of a Web game incubator in collaboration with China.com. I understand that Cyberport has also taken measures such as the establishment of the IncuTrain Centre and the Digital Entertainment Industry Support Centre to nurture Hong Kong's digital entertainment industry.

While opportunities abound, the industry faces challenges in going beyond the domestic market because digital entertainment content is often culture-specific. Both Hong Kong game developers who aspire to China's market and their Mainland counterparts who aspire to the international market need to master the cultural differences. I have been told that Mainland game developers could be tapped for their better understanding of China's market and Hong Kong game developers for their international exposure. Cooperation between both parties could achieve mutual benefits.

In view of this, I would like to ask the Commerce and Economic Development Bureau whether Cyberport has taken any measures to enhance liaison and collaboration with digital entertainment parks and incubators in Mainland cities; if not, whether and how things could be done to promote such cooperation.

I would be grateful if you could convey these questions to the Commerce and Economic Development Bureau. Thank you very much.

Yours sincerely,

A handwritten signature in black ink, appearing to read 'IP LAU Suk Yee, Regina'. The signature is fluid and cursive, with a large initial 'I' and 'P'.

IP LAU Suk Yee, Regina

c.c. Other Panel Members