Event Proposal for a UK zone at InnoCarnival

BACKGROUND

The Innovation and Technology Commission (ITC) will host InnoCarnival 2019 in mid-October. InnoCarnival is an annual event that aims to enhance public understanding of, and interest in, innovation and technology – particularly among the younger generation.

The main purpose of our proposal is to invite UK universities to participate Innovation UK zone at InnoCarnival 2019. The proposed zone would showcase cutting-edge developments from fields such as e-sports, game design, cyber security (ethical hacking) and fintech. Through a series of workshops, seminars and activities, we would be able to share UK technological expertise with the people of Hong Kong.

OBJECTIVES

- To give the public in Hong Kong access to new ideas from the UK and to engage them in a series of activities and dialogues about the meaning and importance of innovation and technology, especially in regard to the latest developments in emerging sectors like cyber security, e-sports, fintech etc.

- To provide the younger generation a unique, real-life and career-focused learning experience. We aim to give teenagers the opportunity to see how aspects of the science and technology that they study at school are used in industry and to foster an understanding of the career prospects in science and technology-related fields.

- To demonstrate to our target audiences the transformational power of technology and innovation, and provide an opportunity for the community to experience the world-class technology being developed in UK

- To provide a dynamic platform for sharing creative and innovative ideas from the UK that have the potential to enhance the quality of our lives.

- To develop long-lasting and mutually beneficial partnerships between UK and Hong Kong-based organisations

THEMES AND EVENT FORMAT

B2C event at InnoCarnival 2019

We will map the expertise and strengths of the UK with what the Innovation and Technology Commission is interested in exploring. Four areas that we would suggest highlighting at InnoCarnival 2019 are:

- E-sports
- Game design
- Cyber security (Ethical hacking)
- Fintech

We would like to invite experts from these fields to put together programmes that will encompass a wide range of activities including:

- **E-sports Experience corner**
  The E-sports Experience corner could feature esports gaming, gaming tools, augmented reality (AR) and virtual reality (VR) technologies. We would like to invite a UK e-sports team to be there to compete with local gamers.

Photo credit: Pengta Network Technology: https://www.techinasia.com/china-esports-centers

- **Seminars/talks**
  The talks will be presented in collaboration with employers, industry bodies and university academics and will focus on career opportunities in game design, e-sports, cyber security and fintech. The target audience will be senior secondary students who are interested in Science and Technology subjects and their parents.

- **Workshops**
  We expect UK institutions to showcase their research outcomes through student work and cutting-edge equipment. They will also provide the opportunity for students to participate in interactive learning activities, such as role-plays, mini games and exercises, and on-site science experiments.

B2B mission

Apart from the public facing events, British Council Hong Kong will also host a B2B mission, which is specifically designed to support UK universities looking to explore market opportunities in Science and Technology sector in Hong Kong. The emerging industries like E-sports, game design, cyber security (Ethical hacking) and Fintech will be the major focus for this mission.

Highlights for this mission:
- Match-making meetings with local institutions and potential business partners (e.g. technology start-ups).
- Delegation visits to Science Park and Cyber Port, where they are the major creative digital communities with a cluster of technology start-ups.

The event will be supported by Department for International Trade UK and the local association e.g. HK E-sports association, ISACA China and Hong Kong Chapter etc

Student recruitment mini fair

In Hong Kong, parents and students are increasingly making study decisions based on employability. This student recruitment event will be presented together with academics, employers and alumni, helping parents and students in these markets to make informed decisions about higher education and graduate outcomes.

Structure of Study and Career Options Events

Each event will include:
• Talks on studying subject area in the UK, presented by institutions.
• Career options in related industries and skills employers seek, presented by industry associations and employers.
• Alumni sharing
• Mini exhibition area for student consultations and recruitment.

The event will be supported by e-flyers, newsletters to our student database and other mass/target promotions. Seminar content must cater to career counsellors, parents and senior secondary students, who are looking for in-depth information on studying the relevant subject area in the UK and resulting career options.

Tentative programme

Date	Time	Activity
24 October (Thu)	Morning	Cyber Port visit and meeting with local start-ups
	Afternoon	Meeting with local institutions
25 October (Fri)	Morning	Science park visit and meeting with local start-ups
	Afternoon	Meeting with local institutions
26 October (Sat)	Morning	InnoCarnival Opening
	Afternoon	InnoTalk / Workshop
27 October (Sun)	Morning	Esports competition / InnoTalk / Workshop
	Afternoon	Esports competition / InnoTalk / Workshop
28 October (Mon)	Morning	Meeting with local institutions
	Afternoon	Student recruitment mini fair

EXPECTED OUTCOMES

• Increased interest in and appreciation of innovation and technology among our target audience and within Hong Kong society more generally.

• New initiatives between the UK and Hong Kong organisations that drive innovation and positive change.

- Promote the employability of these subject areas – E-sports, Cyber security and Fintech, and to nurture more talents in these fields

- A greater understanding of e-sports and ethical hacking among the public and a more positive view of these sectors.

- Engage with potential students and their parents, agents and school counsellors directly through the face-to-face recruitment event

WHO ARE WE TRYING TO REACH/INFLUENCE?

- Existing British Council audiences such as local and international school students and their career counsellors, and UK expat families (over 20,000 contacts overall)

- New audiences – e.g. the under 30s and harder-to-reach groups living outside Hong Kong's urban centre

- The Government of Hong Kong, local businesses, local media and education institutions (for collaboration and partnerships)

- Policy makers, influencers and associations in the fields of e-sports, cyber security and fintech

MARKET CONTEXT

Science and Technology

From the recent government's policy address, the Chief Executive has pledged to set aside an additional HK$50 billion to support innovation and technology development this financial year, especially in the areas of biotechnology, artificial intelligence (AI), smart cities and fintech. Hong Kong is determined to play an integral part in the Greater Bay Area (GBA) plans and aim at turning the city into an innovation and technology hub. It is therefore not surprising that STEM subjects will be dominated the employability tables for graduate salaries and career prospects in Hong Kong.

E-sports/ Video game industry

Over the past year, the Hong Kong government strengthened its support for esports industry by allocating HK$100 million, half of it will be used to build an esports competition venue at the park and to nurture talent for local business startups.

With the new venues for e-sport, it could help to train gamers to compete at the 2022 Asian Games, where esports will be recognised as an official event. City University study in 2017 showed there were more than 300,000 players in the city with nearly 90 percent of them aged between 13 and 21.

Accounting firm PwC has predicted annual revenues in Hong Kong's video game industry would grow to US$1 billion (HK$7.8 billion) by 2021, underlining its potential. However, there is very limited education programme about this area in Hong Kong, the only recognised programme is the Diploma in eSports Science offered by Cyberport and HKUSPACE, so there is much room to grow among this emerging sector.

PARTICIPATION FEE

The British Council will charge a £4,000 participation fee*, which will cover programme planning, coordination of meetings, comprehensive briefings for the participating UK universities, and logistical support throughout the programme.

Please note, the participation fee will not cover domestic or international travel, accommodation, subsistence, or freight.
*Not including VAT