



## PRESS RELEASE 新聞稿

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Total Page: 5

### ICBC (Asia) e-Sports & Music Festival Hong Kong— Hong Kong's largest three-day e-sports extravaganza starts today

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Organised by the Hong Kong Tourism Board (HKTb) and title sponsored by the Industrial and Commercial Bank of China (Asia) Limited (ICBC (Asia)), the three-day ICBC (Asia) e-Sports & Music Festival Hong Kong starts today in Hall 3 of the Hong Kong Convention and Exhibition Centre (HKCEC). This year, the Festival has grown in scale to feature more than 26 e-sports teams and over 110 players from all over the world, including Hong Kong.

#### Three world-class e-sports tournaments

The ICBC (Asia) e-Sports and Music Festival Hong Kong will present three world-class e-sports tournaments: (1) “Return of the Legends 2018”; (2) “ZOTAC CUP MASTERS CS:GO 2018 Grand Finals”, organised and sponsored by renowned Hong Kong-based gaming hardware manufacturer ZOTAC; and (3) “Hong Kong PUBG World Invitational”. The winning teams of the “ZOTAC CUP MASTERS CS:GO 2018 Grand Finals” will receive total prize money of US\$300,000 (over HK\$2 million), for a record-setting amount in Hong Kong’s e-sports history. The prize pool of the “Hong Kong PUBG World Invitational” is US\$150,000 (over HK\$1 million), the largest amount ever in local PUBG competitions.

In addition to thrilling e-sports showdowns, tournament ticket holders can also enjoy exclusive live performances by DJ Soda from Korea, and young Canto-pop singer Gin Lee on the main stage of the E-sports tournament zone.

#### Try out the latest e-games in the Experience Zone

The ICBC (Asia) e-Sports and Music Festival Hong Kong also features an Experience Zone, where the latest e-sports products, games and some of the hottest VR titles will be available for trying. The Zone also includes a mini-stage to feature other exciting entertainments including KOL battles, CLP x e-Sports Academy, and performances by local musicians.

## **Ticketing**

Admission tickets for the ICBC (Asia) e-Sports & Music Festival Hong Kong are priced at HK\$250 \$120 and \$50. Holders of tournament tickets can enjoy free same-day admission to both the Experience Zone and the Hong Kong Computer & Communication Festival 2018 that takes place in Hall 1 of the HKCEC. Tournament tickets are available for sale on Hong Kong Ticketing's online system and at the Hong Kong Ticketing box offices in the HKCEC. Admission fee to the Experience Zone is HK\$10. Tickets are available at the box office outside Hall 3 of the HKCEC during the Festival.

To enrich the experience of visitors at both events, ticket holders of the Hong Kong Computer & Communication Festival 2018 will also enjoy free same-day admission to the ICBC (Asia) e-Sports & Music Festival Hong Kong — Experience Zone.

For details about the ICBC (Asia) e-Sports & Music Festival Hong Kong, please refer to the factsheet or visit the Festival website: [www.emfhk.com](http://www.emfhk.com).

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**ICBC (Asia) e-Sports & Music Festival Hong Kong**  
**Highlight events on 24 August**

<b>E-sports Tournament Zone—Main Stage</b>			
<b>Highlight activity</b>	<b>Time</b>	<b>Details</b>	
<b>Performance by DJ Soda</b>	<b>5:30pm</b>		Korean star DJ Soda rose to fame by mixing music of different genres to mesmerise her audience. She is known for engaging and energising her audience on stage. Million of total viewership has been accumulated for her posts on social media platforms.
<b>Return of the Legends 2018 - Team West vs Team East</b>	<b>6pm</b>		Former winners of world championships and other legendary players will form two teams—Team East and Team West—to compete for a total prize pool of HK\$100,000. Renowned local player Tabe, who was on the first runner-up team in the “League of Legends World Championship”, will be on Team East, competing with Team West which has famous US player, Dyrus, winner of several North American League of Legends Championship Series.
<b>Experience Zone—Mini-stage</b>			
<b>KOL vs. Match</b>	<b>1pm</b>		KOLs including Cheung Chi Hang Steven, Jimmy 100999 (在下葉問), Hins and Hidy will compete in <i>FRANTICS</i> and <i>Mario Kart</i> . Visitors are welcome to join the competitions on stage.
<b>Music Performance:</b> ➤ <b>Lili Forest</b> ➤ <b>Rona Tsui</b>	<b>3pm</b> <b>7:15pm</b>		Musicians, including singer-songwriter Lili Forest, Rona Tsui, Mr Wally, will entertain the crowds on this day.

➤ <b>Mr Wally</b>	<b>8:30pm</b>		
<b>CLP x e-Sports Academy</b>	<b>7:45pm</b>		<p>The event's e-Sports Education Partner, CLP, has set up the CLP x e-Sports Academy onsite, inviting industry professionals to share the history of and prospects for e-sports in Hong Kong.</p>

Experience Zone booths		
Exhibitor	Booth	Details
ICBC (Asia)	A01	 <p>ICBC (Asia) will introduce three latest VR titles for players, namely <i>City Hero</i>, <i>Zombie Jail</i> and <i>Overkill</i> and the overall champion team of each VR game with the highest score in the three-day EMFHK will receive a ICBC (Asia) free credit card spending equivalent to the score!</p>
HTC VIVE + ZOTAC Technology Limited	D01 + D02	 <p>In addition to presenting a VR music performance, “VR Dance Fever”, with the Joint University Dance Association Hong Kong, HTC Vive and ZOTAC will invite the up and coming Thai VR e-sports player HanzerXyria, who ranks third worldwide in <i>Beat Saber</i>, to feature game demonstration. Five different thematic VR experience zones will also set up.</p>
csl Mobile Limited	B03-B04	 <p>csl will present the “PUBG MOBILE Hong Kong eSports Tournament”, offering prizes and cash prizes of total value of HK\$500,000</p>