

PRESS RELEASE 新聞稿

Date: 25 August 2018

Total Pages: 5

**ICBC (Asia) e-Sports & Music Festival Hong Kong enters the second day
Epic battles in the international e-sports tournaments and
KOL Challenge in the Experience Zone**

Media can download press releases, photos, related information and videos from the HKTb website:

- FTP (valid until 7 December 2018 for downloading press releases, photos and videos):
<ftp://2018EMFHK-b:445566@ftpsvr01.hktb.com/>
- Getty Images : <https://www.image.net/press/hongkongimages>
- Press Releases: http://partnernet.hktb.com/en/about_hktb/news/press_releases/index.html

Organised by the Hong Kong Tourism Board (HKTb) and title sponsored by the Industrial and Commercial Bank of China (Asia) Limited (ICBC (Asia)), the ICBC (Asia) e-Sports & Music Festival Hong Kong enters the second day in Hall 3 of the Hong Kong Convention and Exhibition Centre (HKCEC). Two international e-sports tournaments – the “Hong Kong PUBG World Invitational” which featured teams from Hong Kong, and the “ZOTAC CUP MASTERS CS:GO 2018 Grand Finals” – were staged today.

Two international e-sports tournaments staged today

Sixteen international and local teams went head-to-head in today’s first international tournament – the “Hong Kong PUBG World Invitational”. After fierce competition in the first four rounds, Cloud9 from North America has taken the lead, with 2,085 points, followed by Team Liquid from Europe, which scored 1,680 points. The 16 teams will take stage at 11am, tomorrow (26 August) in rounds 5 to 8 of the points race to vie for ultimate glory.




In the “ZOTAC CUP MASTERS CS:GO 2018 Grand Finals”, staged this afternoon, the four semi-final teams, MIBR, Ghost Gaming, Team Kinguin and MVP, will compete in two groups for a place in tomorrow’s final match.



Fascinating programmes in the Experience Zone





In addition to the breathtaking battles on the main stage, attractive and entertaining programmes were offered in the Experience Zone as well. Visitors will experience first-hand some of the hottest VR games, and be treated to music performances, cosplayer show, OVERCOOKED 2 Challenge and KOL battles with Jeff Lam and Hana Tam on the mini-stage tomorrow (26 August). Visitors are welcome to participate in the competitions.

Preview of tomorrow's intriguing programmes

Tomorrow (26 August) will be the last day of the ICBC (Asia) e-Sports & Music Festival Hong Kong, an exciting array of programmes will be featured:

E-sports Tournament Zone—Main Stage (26 August)		
Activity	Time	Details
Hong Kong PUBG World Invitational (Rounds 5 to 8)	11am	 <p>Sixteen teams, including 14 international teams and two local teams will be competing tomorrow. Featured teams include OMG (Mainland China), Team Liquid (Europe), Refund Gaming (Southeast Asia) and AHQ (Taiwan), as well as GDE and HK9 to represent Hong Kong.</p>
Music Performance: Gin Lee	3:30pm	 <p>Pop singer Gin Lee will grace the stage with her popular songs.</p>
ZOTAC CUP MASTERS CS:GO 2018 Grand Finals (Final)	4pm	 <p>The two finalist teams will compete for ultimate glory. With the total prize money of US\$300,000 (over HK\$2 million), the tournament has set a record in Hong Kong's e-sports history.</p>

Experience Zone—Mini-stage (26 August)				
KOL vs. Match	1pm		<p>KOLs, including Jeff Lam and Hana Tam, will compete with each other in <i>Just Dance 2018</i> and <i>TRICKY TOWERS</i>. Visitors are welcome to join the competitions on stage to win fabulous prizes.</p>	
Music Performance: <ul style="list-style-type: none"> ➤ Rona Tsui ➤ Subyub Lee ➤ Mr Wally 	3pm 6:45pm 8:30pm		<p>Musicians Rona Tsui, Subyub Lee and Mr Wally will entertain the crowd on this day.</p>	
ICBC (Asia) EMFHK — OVERCOOKE D 2 Challenge	4:45pm		<p>Visitors will be invited on stage to compete 2-on-2 in the hot game, <i>OVERCOOKE 2</i> to win fabulous prizes.</p>	
Cosplayer Show	8:30pm		<p>Renowned local cosplayers will dress up in costumes of famous game characters to take photos with visitors.</p>	

Experience Zone—Exhibitor 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>HTC Vive and ZOTAC will set up five different thematic VR experience zones, featuring VR games such as <i>Final Soccer VR</i> and <i>Beat Saber</i>.</p>
CLP Power Hong Kong Limited	C02	 <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 development of the e-sports industry from an educational perspective.</p>
Mad Head Limited	D03	 <p>Madhead fans can try their luck in the raffle to get fabulous prizes.</p>

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.

– Ends –

For media enquiries, please contact:

Hong Kong Media

Miss Carina Lee

Tel : 2807 6221

Fax : 2503 6253

E-mail : carina.lee@hktb.com

Mainland and Overseas Media

Miss Vivian Li

Tel : 2807 6206

Fax : 2503 6206

E-mail : vivian.li@hktb.com

During non-office hours, please call 8200 7860.