



## PRESS RELEASE 新聞稿

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### Final day of the ICBC (Asia) e-Sports & Music Festival Hong Kong Intense rivalries developing in two world-class e-sports tournaments

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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 e-sports extravaganza, the ICBC (Asia) e-Sports & Music Festival Hong Kong, is being held in Hall 3 of the Hong Kong Convention and Exhibition Centre (HKCEC). Today (26 August) is the final day of the Festival, with more exciting programmes set to be staged, offering an array of fantastic experiences for visitors.

Rounds 5 to 8 of the “Hong Kong PUBG World Invitational” held at 11am today on the main stage in the E-sports Tournament Zone with sixteen international teams competing in first-person perspective (FPP). At 4pm, finalists of the “ZOTAC CUP MASTERS CS:GO 2018 Grand Finals”, Team Kinguin and MIBR, will compete for the final championship. Total prize money of US\$450,000 will be taken home by winning teams of the two tournaments. Young Canto-pop singer Gin Lee will perform this afternoon on the main stage of the E-sports Tournament Zone to keep the crowd entertained.

The Experience Zone will be open until 10pm today, presenting music performances, a cosplayer show, the hot competitions OVERCOOKED 2 Challenge and KOL battles with Jeff Lam, and Hana Tam on the mini-stage. Visitors are welcome to participate in the competitions.

### 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. 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).

– Ends –

**For media enquiries, please contact:**

Hong Kong Media

Miss Carina Lee

Tel : 2807 6221

Fax : 2503 6253

E-mail : [carina.lee@hktb.com](mailto:carina.lee@hktb.com)

Mainland and Overseas Media

Miss Vivian Li




Tel : 2807 6206





Fax : 2503 6206





E-mail : [vivian.li@hktb.com](mailto:vivian.li@hktb.com)

**During non-office hours**, please call 8200 7860.

**ICBC (Asia) e-Sports & Music Festival Hong Kong  
Highlight events on 26 August**

<b>E-sports Tournament Zone—Main Stage (26 August)</b>		
<b>Activity</b>	<b>Time</b>	<b>Details</b>
<b>Hong Kong PUBG World Invitational (Rounds 5 to 8)</b>	<b>11am</b>	 <p>Sixteen teams, including 14 international teams and two local teams will be competing. Four of them, namely, OMG (Mainland China), Team Liquid (Europe), Refund Gaming (Southeast Asia) and AHQ (Taiwan), earned their places in the PUBG Global Invitational 2018 championship in Berlin this July in which OMG from the Mainland China was the champion in first-person perspective (FPP), while Team Liquid was first runner-up in both FPP and third-person perspective (TPP).</p>
<b>Music Performance: Gin Lee</b>	<b>3:30pm</b>	 <p>Pop singer Gin Lee will grace the stage with her popular songs.</p>
<b>ZOTAC CUP MASTERS CS:GO 2018 Grand Finals (Final)</b>	<b>4pm</b>	 <p>The two finalist teams will compete for ultimate glory. With 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)			
<b>KOL vs. Match</b>	<b>1pm</b>		<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>
<b>Music Performance:</b> <ul style="list-style-type: none"> <li>➤ Rona Tsui</li> <li>➤ Subyub Lee</li> <li>➤ Mr Wally</li> </ul>	<b>3pm 6:45pm 8:30pm</b>		<p>Buskers and musicians will grace the stage with refreshing songs.</p>
<b>ICBC (Asia) EMFHK — OVERCOOKE D 2 Challenge</b>	<b>4:45pm</b>		<p>Visitors will be invited on stage to compete 2-on-2 in the hot game <i>OVERCOOKED 2</i> to win fabulous prizes.</p>
<b>Cosplayer Show</b>	<b>8:30pm</b>		<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>