

## BACKGROUND

As one of the core sectors of Hong Kong's vibrant creative industries, the digital entertainment (DE) industry has been changing rapidly in the past few years. DE companies are more and more technology driven. The prevalence of social media and mobile platforms has driven new ways of operation and development. It has been a challenge for DE companies to recruit new talent who have limited relevant hands-on experience to meet the DE industry's technical needs and cope with the new business environment.

The Hong Kong Digital Entertainment Association (HKDEA, the Organizer) is pleased to organize the 4th Hong Kong Digital Entertainment Industry Fresh Graduate Support Scheme (Support Scheme) with staunch support and generous sponsorship from Create Hong Kong (CreateHK) of the Government of the Hong Kong Special Administrative Region.

The Support Scheme is targeted to match up to 50 fresh graduates (25 places each for program years 2020 and 2021) with DE companies (Employing Companies), and the participating fresh graduates (Graduate Employees) will receive proper on-the-job training with full-time employment in the DE industry.

## OBJECTIVES

- ▶ To subsidize and encourage local DE companies to employ and train fresh graduates and nurture the latter to become new blood of the industry;
- ▶ To pair up local fresh graduates and potential employers to facilitate the former to enter into the industry and be advised of the prospects in the DE industry; and
- ▶ To foster the development of the DE industry with more abundant supply of DE talent working in the industry

## ELIGIBILITY

- ▶ Permanent residents of Hong Kong;
- ▶ Students graduated in 2018 to 2020 should apply for 2020 Program Year and students graduated in 2019 to 2021 should apply for 2021 Program Year;
- ▶ Graduates of full time courses in universities and tertiary institutes (local and overseas) in related subjects, such as digital entertainment, mobile software development, game development, digital creative media, design (multi-media, game, graphic, 2D or 3D, etc.), multi-media production or communications, interaction design, programming, etc.; and
- ▶ With no full-time working experience in the DE industry prior to the application. (the prior internship and summer job experience would not be counted as full-time working experience)

## SCHEME OUTLINE

### 1. On-the-job training by Employing Companies

12 months of on-the-job full-time training by Employing Companies to their Graduate Employees

### 2. Online Platform

An online platform at the Support Scheme's website is set up for registered graduates to upload their CVs and e-portfolios of digital creative works for applying for the job positions offered by Employing Companies under the Support Scheme (Graduate Applicants). Graduate Applicants may submit their applications for any jobs under the Support Scheme that they are interested in through the online platform, while Employing Companies could also access the same online platform to search for suitable Graduate Applicants who could meet their requirements.

### 3. Career and CEO/Master Talks

The Career and CEO Master Talks organized under the Support Scheme will invite senior managers/CEOs/industry experts from the DE industry as speakers with the aim to update the attending Graduate Employees on the current market trends and business environment of different sectors of the industry.

### 4. Professional Talks on New Technologies

The Professional Talk organized under the Support Scheme aims to enrich the participants' knowledge of the up-to-date DE technologies. Such knowledge includes the emerging skills, techniques and software that could help enhance production efficiency and quality in DE companies. Local or overseas experts from DE technology provider(s) or adopter(s) will be invited to share their professional knowledge and valuable experience.

### 5. Study Tour to SIGGRAPH Asia\*

A Study tour to the SIGGRAPH Asia 2021 in Tokyo will be organized under the Support Scheme. Graduates successfully registered in the 1st to 4th editions of the Support Scheme and other students of the DE related subjects graduated between 2018 and 2021 are eligible to apply. A vetting committee will be formed to select the suitable participants.

## APPLICATION PROCEDURES

- ▶ Eligible graduates could register at the Support Scheme's website (<http://www.gradsupport.hk>) (registered graduates) and submit their CVs and e-portfolios to the online platform for consideration by Employing Companies.
- ▶ Information on available jobs will be posted on the Support Scheme's website from time to time, and email alerts will be sent to the registered graduates whenever information on new jobs is posted.
- ▶ Registered graduates will be assigned with their own user password for them to submit applications for their interested jobs directly through the Support Scheme's website upon information on the jobs is posted.
- ▶ Graduate Applicants shortlisted by Employing Companies may be invited for job interviews (if any), and employment notices will be sent directly by the Employing Companies to the selected graduates.

For more details please go to:





## TIMETABLE

Online platform for registration by eligible graduates and for submission of their CVs and e-portfolios of digital creative works	Available Now
2 <sup>nd</sup> Career and CEO Master Talk	Mar – Dec 2021
Open for registered graduates to apply for jobs offered by Employing Companies with job information posted onto online platform Note: Registered graduates will receive email alerts whenever information on new jobs is posted and can apply for the interested jobs by logging in the Support Scheme's website.	End of May 2021
Offer of employment by Employing Companies Note: Employing Companies may require applying graduates to attend job interviews. Interviewees will receive notifications from the Employing Companies directly.	Jun – Dec 2021
2 <sup>nd</sup> Professional Talk on New Technologies	Oct 2021 – Mar 2022
*Visit to SIGGRAPH Asia 2021 (Tokyo, Japan)	Dec 2021
3 <sup>rd</sup> Professional Talk on New Technologies	Sep 2022 – Jan 2023

\* Visiting to the SIGGRAPH Asia 2021 is subject to final confirmation

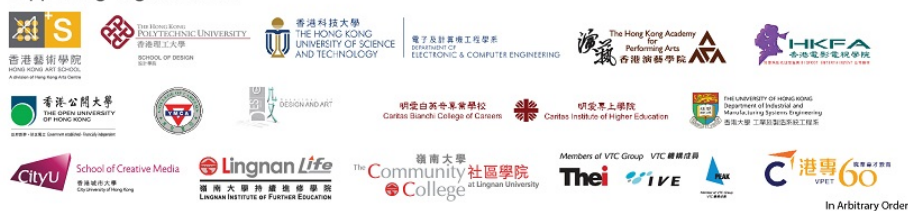
## Enquiries

For enquiries, please contact: **Ms Yo Yo Kwan** Tel: 2788 5968 Email: yoyokwan@hkdea.org  
For application and more details, please visit <http://www.gradsupport.hk>

### Supporting Media



### Supporting Organizations



#### Disclaimer:

The Government of the Hong Kong Special Administrative Region provides funding support to the project only, and does not otherwise take part in the project. Any opinions, findings, conclusions or recommendations expressed in these materials/events (or by members of the project team) are those of the project organizers only and do not reflect the views of the Government of the Hong Kong Special Administrative Region, the Communications and Creative Industries Branch of the Commerce and Economic Development Bureau, Create Hong Kong, the CreateSmart Initiative Secretariat or the CreateSmart Initiative Vetting Committee.

Organizer:



Hong Kong Digital  
Entertainment Association  
香港數碼娛樂協會

Sponsor:



Implementation Agent:



# 4<sup>th</sup> Hong Kong Digital Entertainment Industry Fresh Graduate Support Scheme

## 2021 Program Year

