

Game start-ups reach new level

The Hong Kong Game Enhancement & Promotion Scheme, sponsored by the Cultural and Creative Industries Development Agency, supports local start-ups in growing their businesses in international markets, leading to some generating over \$10 million in revenue.

News.gov.hk spoke to two game entrepreneurs who received funding to develop successful video games, while a representative from the scheme's organiser outlined details of the support provided to start-ups and its results so far.

The story is available at www.news.gov.hk/eng/feature today (March 30) in text and video format.