

**Winning teams from the PUBG Hong Kong Team Qualifier  
To compete against the pros in ICBC (Asia) e-Sports & Music Festival Hong Kong**

July 19 2018, Hong Kong – Organised by the Hong Kong Tourism Board (HKTB), the ICBC (Asia) e-Sports & Music Festival Hong Kong, will be staged from 24 to 26 August (Friday to Sunday) at the Hong Kong Convention and Exhibition Centre (HKCEC). This year, fourteen international and two local teams will compete for the “Hong Kong PUBG World Invitational” championship, and a total prize money pool of US\$150,000 (over HK\$1 million).

The two winning teams from the Hong Kong qualifier at the “ICBC (Asia) Team Up 2018 e-Sports Fever” event will represent Hong Kong in the “Hong Kong PUBG World Invitational” championship. The “ICBC (Asia) EMFHK Hong Kong PUBG World Invitational – Hong Kong Qualifier” will be held from 19 to 22 July at the Plaza Hollywood in Diamond Hill, Hong Kong, with over 100 local e-Sports teams taking part in the event to compete against each other to become one of the two teams representing Hong Kong. Spectators and members of the public are welcome to witness the emergence of the two finalists, and experience 4D virtual reality and retro games on site.

The two winning teams from the Hong Kong Team Qualifier will receive HK\$200,000 worth of prize money from ICBC (Asia), and be entitled to represent Hong Kong to compete in the “Hong Kong PUBG World Invitational” championship of the “ICBC (Asia) e-Sports & Music Festival Hong Kong” with world-class e-Sports veterans for the ultimate glory.

Details of the “ICBC (Asia) EMFHK Hong Kong PUBG World Invitational – Hong Kong Qualifier”, please refer to the following:

Date	19-22 July, 2018 (Thursday – Sunday)
Venue	Stars Atrium, 1/F Plaza Hollywood, Diamond Hill, Hong Kong
Programme	<b><u>ICBC (Asia) Team Up 2018 e-Sports Fever</u></b> 12pm – 10pm, 19-21 July, 2018 (Thursday – Saturday) 12pm – 7pm, 22 July, 2018 (Sunday)  <b><u>Hong Kong Team Qualifier of the Hong Kong PUBG World Invitational, ICBC (Asia) e-Sports &amp; Music Festival Hong Kong</u></b> 12pm – 10pm, 19-20 July, 2018 (Thursday – Friday) 12pm – 5:30pm, 21-22 July, 2018 (Saturday - Sunday)
Event highlights	<ul style="list-style-type: none"> <li>- Qualifying matches for the “ICBC (Asia) EMFHK Hong Kong PUBG World Invitational – Hong Kong Qualifier”</li> <li>- Retro Game Challenges</li> <li>- 4D Virtual Reality game zone</li> <li>- 1 vs 50 Celebrity Grand Challenge Featuring Canto-pop singer Mr Jason Chan (19 July)</li> </ul>
Websites	About “ICBC (Asia) Team Up 2018 e-Sports Fever”: <a href="http://www.icbcasia.com/icbc/teamupen">www.icbcasia.com/icbc/teamupen</a>  About “ICBC (Asia) e-Sports & Music Festival Hong Kong” <a href="http://www.emfhk.com">www.emfhk.com</a>

### **Photo Caption 1**



(From left to right) Mr Gu Xuan, Deputy Chief Executive of the ICBC (Asia), Canton-pop singer Mr Jason Chan and Mr Anthony Lau, Executive Director of the HKTb, cheer for event participants at the “ICBC (Asia) EMFHK Hong Kong PUBG World Invitational – Hong Kong Qualifier” , which takes place at the Stars Atrium on the 1<sup>st</sup> floor of Plaza Hollywood, Diamond Hill.

### **Photo Caption 2**



Officiating guests are joined by representatives from sponsors and supporting organisations for a group photo.

### **Photo Caption 3**



Local e-Sports teams compete for the two qualifying spots in the “Hong Kong PUBG World Invitational”. The winning teams will not only receive HK\$200,000 worth of prize money from ICBC (Asia), but will also be entitled to represent Hong Kong to compete in the “ICBC (Asia) e-Sports & Music Festival Hong Kong” with world-class e-Sports veterans for a total prize money pool of over HK\$1 million.

### **Photo Caption 4&5**



In addition to exciting e-Sports matches, members of the public can experience 4D virtual reality and retro games at the “ICBC (Asia) Team Up 2018 e-Sports Fever” event.

– Ends –

### **ICBC (Asia) e-sports & Music Festival Hong Kong**

Organised by the Hong Kong Tourism Board, the “ICBC (Asia) e-sports & Music Festival Hong Kong” was first launched in August 2017 and has been sponsored by the Industrial and Commercial Bank of China (Asia) for two consecutive years. Combining exciting e-sports tournaments, fun-filled carnival experience and live music performance in one event, the Festival offers to visitors and locals alike an unforgettable summer experience, reinforcing Hong Kong’s position as the event capital of Asia. For more details of the event, please visit: [www.emfhk.com](http://www.emfhk.com).

### **Industrial and Commercial Bank of China (Asia) Limited**

Industrial and Commercial Bank of China (Asia) Limited (“ICBC (Asia)”) is a licensed bank incorporated in Hong Kong. It is the flagship of overseas banking business of Industrial and Commercial Bank of China Limited (“ICBC”) – currently the largest commercial bank in China. It has 56 retail outlets (including 29 “Elite Club” Wealth Management Centres) in Hong Kong. It is engaged in commercial banking, investment banking and other financial services, including those of securities, insurance and funds, with a focus on commercial and retail banking as well as the global market business. The total assets of ICBC (Asia) amounted to HK\$898.1 billion as at 31 December 2017. Chinese Mercantile Bank and ICBC Asset Management (Global) Company Limited, two wholly-owned subsidiaries of ICBC (Asia), specialize in Renminbi services in mainland China and ICBC’s global asset management business respectively.