

**“ICBC (Asia) e-Sports & Music Festival Hong Kong” Raises an Upsurge for e-Sports  
ICBC (Asia) Sets Up 4D VR Games  
With Free Credit Card Spending Awarded to Overall VR Game Champions**

**Hong Kong, 23<sup>rd</sup> August 2018** – The ICBC (Asia) e-Sports & Music Festival Hong Kong (EMFHK), organised by the Hong Kong Tourism Board (HKTB), title-sponsored by ICBC (Asia), is going to launch from 24<sup>th</sup> August to 26<sup>th</sup> August at Hall 3, Hong Kong Convention and Exhibition Centre. Riding on the previous success of “ICBC (Asia) Team Up 2018 e-Sports Fever” (“Team Up”), ICBC (Asia) is presenting more e-games with more excitements at the EMFHK!

During the “Team Up” event held at Plaza Hollywood in mid-July, two local e-Sports teams won the qualification to represent Hong Kong to lock horns with 14 international e-Sports squads in the Hong Kong PUBG World Invitational 2018 at EMFHK. Seizing on the e-Sports fever, ICBC (Asia) sets up a dedicated pavilion in the Experience Zone of EMFHK to bring an exciting array of game elements, including three 4D Virtual Reality (VR) games, two classic funfair games, “King of the League” Competition, and Neon Photo Corner. What’s more, renowned Canto-pop singer-songwriter, Jason Chan, will show up and set challenge for fans and e-Sports aficionados.

**Fun Elements at ICBC (Asia) Pavilion:**

**4D Virtual Reality (VR) Games**

Riding on the sensation garnered in “Team Up” event last month, ICBC (Asia) further introduces three latest VR titles for players, namely *City Hero*, *Zombie Jail* and *Overkill*. *Overkill* is the first to Hong Kong which breakthroughs the VR game tradition of “player vs virtual enemy” format, allowing players to form into teams and against each other, both team work and personal skills matter. Whether you are an adrenaline-seeking hardcore veteran, or a parent looking for family-friendly entertainment, an A-list exciting experience is guaranteed in an immersive virtual game world.

**4D VR Game Challenge Starring Jason Chan**

In the “Team Up” event that took place last month, Jason Chan was vastly outnumbered by 50

veteran challengers and missed the chance for a “chicken dinner” (the synonym for winning in PUBG). All set for a vindictive comeback, Jason is showing up at ICBC (Asia) Pavilion on 24<sup>th</sup> August to meet challengers and set score for each of the three 4D VR games above. Players who top the scores set by Jason can take a gift home!

### **“King of the League” Competition**

To bring excitements to the peak, the overall champion team of each VR game with the highest score in the three-days EMFHK will receive a ICBC (Asia) free credit card spending equivalent to the score!

### **Retro Wonderland**

Revisit the good old days with two classic funfair games with a wonderful twist, where ‘Flashy Lawn Bowls’ is given a futuristic edge with technicoloured gimmicks, while ‘Bean Bag Toss Game’ stuns with a giant replica slingshot.

### **Neon Photo Corner**

Visit this Insta-worthy spot flaunting a neon-lighted backdrop with an authentic touch of Hong Kong for fans to create dazzling selfies with stylish frames and fun slogans.

### **Exclusive Offer for ICBC (Asia) Customers**

Customers with ICBC (Asia) credit card, debit card or by showing ICBC (Asia) Mobile Banking Apps, can redeem two free tickets for “Experience Zone” at the ICBC (Asia) Ticket Redemption Counter.

### **Welcome Offer for On-Site Applicants**

Applicants who apply for the designated ICBC (Asia) PowerUp+ Package (by opening an “e-Age Banking” Account/ Integrated Account + any ICBC Credit Card + using Mobile Banking/ Internet Banking) onsite, will enjoy up to HK\$5,900 PowerUp+ Rewards, plus enter into a “Capsule Lucky Draw” to win for instant prizes, with grand prize of HK\$1,000 ! Everyone can win a prize in this lucky draw!

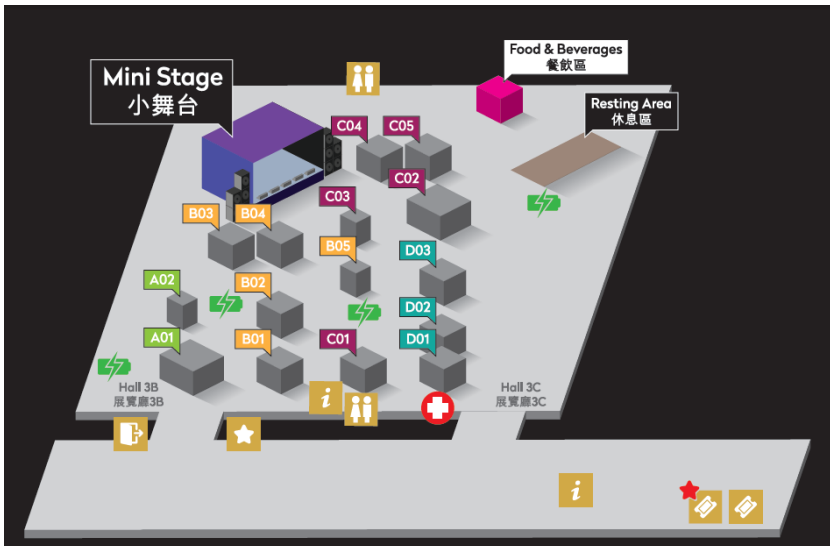
### **Opening Hours and Location of ICBC (Asia) Pavilion:**

Venue: Hall 3, Hong Kong Convention and Exhibition Centre

Location: A01, Experience Zone

Date: 24<sup>th</sup> – 26<sup>th</sup> August 2018

Time: 10am - 10pm



**LEGEND**

**圖例**

Information Counter 詢問處	Box Office 售票處
Washroom 洗手間	ICBC (Asia) – ‘Experience Zone’ Ticket Redemption Counter 工銀亞洲 — 「體驗專區」門票換領處
First Aid Post 急救站	ICBC (Asia) Fast Access 工銀亞洲特快通道
Charging Station 充電站	Exit (No Re-entry) 出口 (不能重返會場)

**Note 備註**  
Directions at the entrance are for reference only. The Organiser reserves the right to make changes as necessary.  
如遇特別情況，主辦機構或會更改出入口方向。

### **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 ICBC (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.