

Press Release

For Immediate Release

Cyberport and Let's Code (HK) jointly organise Cyberport Let's Code Day to spark kids' interest in code learning

Coding education gaining traction worldwide, nurturing young talents with creativity and strategic thinking skills through coding activities

Hong Kong, 27 March 2014 – Jointly organised by Cyberport and Let's Code (HK), the first Cyberport Let's Code Day in Hong Kong was successfully held in early March. The event attracted over 550 applicants from primary and secondary schools, among which 50 selected contestants participated in the first-ever Minecraft competition in Hong Kong. Cyberport Let's Code Day aimed to generate public interest in learning to code by providing opportunities for students to showcase their coding finesse, as well as for academics and industry professionals to exchange idea and experience.

Coding Education – the global trend

Education in coding is gaining traction worldwide, with the compulsory inclusion of coding in primary and secondary education in the UK in 2014 and the growing importance of code learning in the US which was highlighted in a recent speech by US President Barack Obama. As released in the 2014 Digital 21 Strategy of Hong Kong, programming is stated as essential for the next generation's education. In view of this global trend, **Cyberport and Let's Code (HK) held the first Cyberport Let's Code Day with the first-ever Minecraft Competition to promote code education in Hong Kong** and to encourage students to develop programming potential. In the Minecraft competition, participants showcased their creative flair and demonstrated strategic thinking skills to complete challenges with limited time and materials. Winners and participants of the competition were also awarded with premium in-game items as digital mementos of participation.

Cyberport Let's Code Day – the first-ever coding event in Hong Kong to promote code education

Code education seminars and coding workshops were also held as part of the Let's Code Day. During the seminars, academics and industry professionals were invited to share their insights and IT education experiences in Hong Kong. These experts shared their views on how education in coding can help teachers and students create an environment that fosters and treasures creativity and innovation, instilling their passion for IT into the audience and educating them in the benefits of picking up basic programming skills at a young age.

"Inspirational learning activities and competitions could help students acquire knowledge and skills effectively. Nurturing young talents through organising various IT-related activities has long been the focus of Cyberport," said Winnie Wong, Head of Marketing and Knowledge Centre of Cyberport. "We are thrilled to see so many talented students participating in this meaningful event and demonstrating their mastery of the craft for all of Hong Kong to see."

"It is always easier to excel in something if we start young. We are honoured to work with Cyberport in organising the first-ever Cyberport Let's Code Day in Hong Kong to provide an opportunity for students to get involved in coding activities and experience the joy of coding. The Minecraft Competition, seminars and workshops benefit students by stimulating their critical thinking minds and honing their abilities to write efficient codes, which is vital for anyone who has the intention of developing a career in the industry," commented John Huen, Founder of Let's Code.

Cyberport Let's Code Day is the first-ever coding event in Hong Kong organised for a younger audience with the aim to promote code education in the local community. The successful event provided participants with opportunities to showcase their creative talents as well as to develop their logical thinking and problem solving skills. Investing resources in local talent development remains as an integral part of the efforts undertaken by Cyberport and its partners to further develop the ICT ecosystem in nurturing young local talents.



Around 250 students and parents participated in the first Cyberport Let's Code Day organized by Cyberport and Let's Code (HK).



50 primary and secondary students finalists took part in the first-ever Minecraft Competition in Hong Kong at Cyberport.

The award recipients are as follows:

Divisions	Award	Name	Form	Schools
Individual Entry Primary School Section (P.3 - P.6)	Champion	Lau Ho Fung	P.6	Kwun Tong Government Primary School (Sau Ming Road)
	First Runner-up	Yuen Ho Yin	P.5	SKH St. Peter's Primary School
	Second Runner-up	Lau Seng Chon	P.6	Pui Ching Middle School, Macau (Primary School)
	The Most Popular HKCrafter Award	Cheung Man Hin	P.5	PLK Grandmont Primary School
Individual Entry Secondary School Section (S.1 - S.3)	Champion	Yuen Ho Hin	S.2	United Christian College (Kowloon East)
	First Runner-up	Lai Ho Yin	S.3	Ju Ching Chu Secondary School
	Second Runner-up	Lau Check Him	S.1	Raimondi College
	The Most Popular HKCrafter Award	Hung Hou Kuen	S.2	Lok Sin Tong Leung Chik Wai Memorial School
School Entry	Champion	Ling Yat Shun	S.3	Kowloon Tong School

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About Cyberport

Cyberport is a creative digital community with a cluster of technology and digital content tenants. It is managed by Hong Kong Cyberport Management Company Limited which is wholly owned by the Hong Kong SAR Government. With a vision to establish itself as a leading information and communications technology (ICT) hub in the Asia-Pacific region, Cyberport is committed to facilitating the local economy by nurturing ICT industry start-ups and entrepreneurs, driving collaboration to pool resources and create business opportunities, and accelerating ICT adoption through strategic initiatives and partnerships. Equipped with an array of state-of-the-art ICT facilities and a cutting-edge broadband network, the Cyberport community is home to four grade-A intelligent office buildings, a five-star design hotel, and a retail entertainment complex.

For more information, please visit www.cyberport.hk

About Let's Code (HK)

Let's Code (HK) is a non-profit organization dedicated to promoting code education in Hong Kong by building platforms for sharing and collaboration, and delivering quality social services to foster code literacy development, in pace with global trends and aspirations of the local community.

For more information, please visit www.letscode.org.hk

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