



Press Release
For immediate release

Digital Entertainment Leadership Forum’s flagship event on second day
APRU MetaGame Conference focused on education, talent, and the future of esports

Hong Kong, 11 December 2021 – The second morning of the annual Digital Entertainment Leadership Forum (DELFL) focused on education, talent, and the future of esports. At the APRU MetaGame Conference, educators and industry experts from the APAC region came together to discuss Hong Kong’s role as an emergent esports leader. They also shared ideas on how APAC universities can band up to develop career pathways for students in esports.

The focus was then shifted to “Esports, Gaming, and Skills of the Future” and the “Gamification of Social Well-being” by two panels. Students participating in the APRU Esports Paper Competition, which Cyberport and APRU - Association of Pacific Rim Universities co-organised to promote innovative research, presented their brilliant ideas on esports business models, esports for social good, and health and wellness in esports. The results were announced at the conference where two of the winners came from the University of British Columbia, and one from the National University of Singapore

Sherman S Cheng, Acting Secretary General & Chief Financial Officer of APRU, said “Cyberport has supported The APRU Esports Fellowship Program by offering students insights and access to the Esports industry through workshops, internship opportunities and entrepreneurship opportunities. APRU has established its new International University Center, IUC, at Cyberport this past February with a grand opening ceremony last month. Together with our members in Hong Kong, the IUC provides an opportunity for all APRU members to work with around 800 startups and technology companies here at Cyberport. APRU brings our international network to Cyberport, the digital technology hub in Hong Kong, whereby we aim to take our collaborations to the next level to empower innovative talent and steer the industry forward.”

Peter Yan, CEO of Cyberport, said, “Talent cultivation is one of the three strategic pillars of Cyberport. Our partnership with APRU has allowed us to explore ways to cultivate leaders of tomorrow through the lens of esports and the expansive value chain within this growing industry. With the 2nd APRU Metagame Conference as part of the flagship DELFL event, the recent establishment of the APRU International University Centre at Cyberport, and several collaborations in the works, we look forward to further coupling APRU’s international network of universities with the flourishing digital entertainment community at Cyberport to help young talents hone their skills and delve into an exciting career in esports.”

Since December 2020, Cyberport and APRU have launched a number of new collaboration initiatives to leverage their respective international platforms and networks to promote the development of the esports industry and its talents. These initiatives include the inaugural Esports MetaGame Conference, the first APRU Esports Fellowship Program, and the first APRU Global Tournament, to allow students to build deep connections across the entire esports industry - publishers, league tournaments, and its technological advancement - for greater opportunities to develop their esports skillset and career.

For more details on the event and the full list of speakers, please visit the DELF2021 website: <http://delf.cyberport.hk/>

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For high resolution photos, please download via [this link](#).



One of the flagship events of the annual grand event "Digital Entertainment Leadership Forum" — 2021 APRU Esports MetaGame conference was held this morning. Sherman S Cheng, Acting Secretary General & Chief Financial Officer of APRU, said "Cyberport has supported The APRU Esports Fellowship Program by offering students insights and access to the Esports industry through workshops, internship opportunities and entrepreneurship opportunities."



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APRU Metagame Conference, as part of the flagship DELFF event, focused on education, talent, and the future of esports.



Eric Chan, Chief Public Mission Officer of Cyberport, and Mr Timothy Shen, Founder & Investor, Yesports Media Limited, shared industry insights on stage.



About Cyberport

Cyberport is an innovative digital community with around 800 on-site start-ups and technology companies. It is managed by Hong Kong Cyberport Management Company Limited, which is wholly owned by the Hong Kong SAR Government. With a vision to be the hub for digital technology, thereby creating a new economic driver for Hong Kong, Cyberport is committed to nurturing a vibrant tech ecosystem by cultivating talent, promoting entrepreneurship among youth, supporting start-ups on their growth journey, fostering industry development by promoting strategic collaboration with local and international partners, and integrating new and traditional economies by accelerating digital transformation in the public and private sectors.

For more information, please visit www.cyberport.hk

About APRU

As a network of 61 leading universities linking the Americas, Asia and Australasia, APRU (the Association of Pacific Rim Universities) brings together thought leaders, researchers, and policy-makers to exchange ideas and collaborate on effective solutions to the challenges of the 21st century. We leverage collective education and research capabilities of our members into the international public policy process. In the post-pandemic era, our strategic priorities focus on providing a neutral platform for high-level policy dialogue, taking actions on climate change, and supporting diversity, inclusion, and minorities. APRU's primary activities support these strategic priorities with a focus on key areas such as disaster risk reduction, women in leadership, indigenous knowledge, virtual student exchange, esports, population aging, global health, sustainable cities, artificial intelligence, waste management and more.

For more information, please visit www.apru.org

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