

Other development initiatives for talents and start-ups sponsored by Create Hong Kong



Animation Support Program

Organiser: Hong Kong Digital Entertainment Association

Introduction: The "Animation Support Programme" provides resources and comprehensive support, which include technical training, talent matching and professional mentorship, to participating animation companies for them to produce original animations that could demonstrate their creativity and technical capability, with a view to enhancing the standard of local animations. The Support Programme supports both animation start-ups and small animation companies. The former, which are start-up companies with no more than four years of history and no more than 8 full-time staff, will receive a maximum subsidy of HK\$80,000 for production of 3-minute animation, while the latter, which are small companies with no more than eight years of history and no more than 15 full-time staff, will receive a maximum subsidy of HK\$150,000 for production of 5-minute animation. In addition, the participating animation companies will be invited to a premiere and their animations produced under the Support Programme will be showcased at the Hong Kong International Film & TV Market (FILMART) to attract potential clients. The animations will also be broadcast on local TV channels and websites for more audience to appreciate Hong Kong's original animations. The Support Programme was launched since 2013.

Website: animation-ssp.com