



Project Review

Project Introduction

With funding support from the Cultural and Creative Industries Development Agency (CCIDA), the Hong Kong Digital Entertainment Association (HKDEA) has once again led 20 local creative enterprises to establish a "Hong Kong Pavilion" at the annual international event in Brussels, Belgium – the UnitedXR Europe 2025. The pavilion showcased the local innovative achievements in technologies such as VR/AR/XR, and artificial intelligence (AI), demonstrating the city's creative soft power to the globe.

Harness AI to Spark New Innovation Cum Kick-off Ceremony of the Hong Kong Pavilion at UnitedXR Europe 2025

To support the Hong Kong delegation and wish them great success in showcasing and promoting local creative technologies, the Kick-off Ceremony of the UnitedXR Europe 2025 "Hong Kong Pavilion" was launched on 24 November 2025. Mr Alex So, Head (Multi-media) from Cultural and Creative Industries Development Agency, Mr Gabriel Pang, Chairman, and Mr Orange See, Vice-chairman (Game) from Hong Kong Digital Entertainment Association, Mr Terence Leung, Vetting Committee Member & Cluster Lead of Digital Entertainment at Cyberport, were invited to be the guests of honour. Additionally, Prof Nick Lau, Head & Professor, Department of Applied Data Science, Hong Kong Shue Yan University, and Mr Fo Liu, Partner & Director, Don't Believe in Style/ XRE, were invited to share their insights on how AI can enhance virtual reality technologies and experiences. Moreover, participants from AWE EU 2024, Mr Samuel Lam, Chief Executive Officer of X Social Group Ltd, and Mr John Mak, Co-Founder of KellyJohn Studio Limited, were present to share their experience participating in the pavilion. All attendees found the event highly beneficial.



UnitedXR Europe 2025

The expo took place over three days, from 8-10 December 2025, at Maison de la Poste, Brussels. It attracted around 200 exhibitors from around the world and more than 2,500 participants, including representatives of global creative enterprises, designers, XR and VR experts, and investors. This grand event featured around 200 exhibitors showcasing unique and innovative technologies, leaving attendees thoroughly impressed.



Mr Orange See led the Hong Kong delegation and had the honour of inviting Miss Drew Lai, Commissioner for Cultural and Creative Industries, Cultural and Creative Industries Development Agency; Miss Shirley Yung, Special Representative for Hong Kong Economic & Trade Affairs to the European Union; Mr Cederik Haverbeke, Managing Director, XR Valley; Mr Nate Harper, Director of Global Business Development, AWE; and Ms Louisa Chiu, Head & Principal Consultant, Industry Innovation and Transformation, Hong Kong Productivity Council, to officiate the opening of the Hong Kong Pavilion.



The Hong Kong Pavilion was divided into four zones: Game Development, Art Technology, Education and Training, and Creative Technology to showcase local creativity in a clear and organised manner. During the expo, Hong Kong's delegation brought to light the city's innovative advancements in the XR industry. Four representative companies introduced the Hong Kong Pavilion to participants from all over the world in the UnitedXR expo hall and invited them to visit the pavilion.



The Hong Kong delegation also conducted business meetings and company visits with nine Belgian companies – Dexr, Smart Symbols, XR Valley, BLISS, Playar, Forklift Simulator, THE PACK Studio, Poolpio, and XR Labs, as well as the renowned Royal Museums of Fine Arts of Belgium. The delegation actively engaged in technical exchanges and business discussions with the local industry professionals to expand their presence in the international market. They also expressed their commitment to creating more new and innovative projects that blend Chinese and Western elements for the public.



“AI Innovation in Digital Entertainment” and UnitedXR Europe 2025 “Hong Kong Pavilion” Dissemination Seminar & Sharing Session

In the dissemination seminar held on 16 March 2026, the companies representing the UnitedXR Europe 2025 “Hong Kong Pavilion” shared their experiences, stating that they learned a lot during the tour. Not only did they showcase their unique technologies and products to the global XR industry, but they were also greatly inspired by the exhibits of other participating companies. Some of our delegates are now actively exploring collaboration with foreign companies, hoping to foster further cooperation!

During the sharing session, Dr. Leith Chan, Director and Founder of Votanic Limited, was invited to discuss how VR research is transforming into real-world solutions. The audience was highly engaged.



A series of three workshops on “Transforming the Creative Industry with AI”

To provide more opportunities for the public to exchange ideas and learn about creative technologies, HKDEA launched a series of three workshops on “Transforming the Creative Industry with AI” in February and March 2025, following the conclusion of UnitedXR Europe 2025. Experts from AI and creative industries shared insights on how the latest AI techniques can inspire creators and enhance content, and push the boundaries of creativity.