

Management Committee of Guangzhou Pazhou  
Document Artificial Intelligence and Digital Economy Pilot Zone  
of Haizhu District Bureau of Science, Technology,  
Industry, Commerce and Information Technology

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**Notice of Management Committee of Guangzhou Pazhou  
Artificial Intelligence and Digital Economy Pilot Zone and  
Haizhu District Bureau of Science, Technology, Industry,  
Commerce and Information Technology on Issuing  
Measures of Haizhu District in Guangzhou for Promoting  
Healthy Development of Game Industry in Pazhou Artificial  
Intelligence and Digital Economy Pilot Zone**

To all units concerned,

In order to promote the healthy development of the game industry in Haizhu District, the *Measures of Haizhu District in Guangzhou for Promoting Healthy Development of Game Industry in Pazhou Artificial Intelligence and Digital Economy Pilot Zone* is hereby issued to you for your compliance and implementation.

Management Committee of Guangzhou  
Pazhou Artificial Intelligence and  
Digital Economy Pilot Zone

Haizhu District Bureau of Science,  
Technology, Industry, Commerce  
and Information Technology  
July 1, 2022

# Measures of Haizhu District in Guangzhou for Promoting Healthy Development of Game Industry in Pazhou Artificial Intelligence and Digital Economy Pilot Zone

**Article 1** In order to promote the healthy development of the game industry, build a number of strong and competitive top game enterprises, cultivate technologically advanced and highly original local small- and medium-sized game enterprises with healthy development and growth, attract internationally and domestically renowned game professionals and outstanding original teams to gather and develop in Pazhou, and drive the healthy development of game industry, these Measures are formulated in accordance with *Notice of the State Council on Issuing the 14<sup>th</sup> Five-Year Development Plan for the Digital Economy* (Guo Fa [2021] No. 29), *Several Opinions of the State Council on Further Promoting the Integrated Development of Relevant Industries of Cultural Creativity and Design Services* (Guo Fa [2014] No. 10), *Opinions of the Ministry of Culture and Tourism on Promoting the High-quality Development of the Digital Culture Industry* (Wen Lv Chan Ye Fa [2020] No. 78), and *Action Plan for Fostering Strategic Emerging Digital Creativity Industry Clusters in Guangdong Province (2021-2025)*.

## **Article 2** [Scope of Application]

These Measures shall apply to the enterprises or social organizations that are engaged in original game development, game platform operation, animation production and distribution, e-sports event operation and other business activities closely related to the game industry in Haizhu District (the "District"), with sound organizational and financial management systems and good credit and economic efficiency.

## **Article 3** [R&D/Innovation Reward]

The research and development of original and quality games shall be supported. Game enterprises shall be encouraged to continuously carry out technological innovation and strengthen their original product development capacities. Enterprises that have developed and launched an original game product or developed a generic technology platform, game engine R&D platform, or intelligent device within the District in the previous year shall be granted a reward at 10% of the R&D investment amount of the product or project, up to RMB 500,000. In particular, an original game product that has won an internationally renowned award shall be granted a one-time reward of up to RMB 1 million, and an original game product that has received a domestically renowned award shall be granted a one-time reward of up to RMB 300,000.

## **Article 4** [Talent Reward]

A game enterprise that has made comprehensive economic contribution of over RMB 1 million to development of the District in the previous year shall be encouraged to utilize over 50% of the total reward granted by the District as corporate key talent reward. As per enterprise requirements, the reward may be transferred to personal accounts of key talents in a lump sum after personal income tax deduction. The specific allocation plan for the reward shall be determined by the enterprise itself. Key talent recommendation shall be subject to an enterprise commitment system, under which enterprises recommend the key talents to be rewarded and reward plans and are responsible for the talent eligibility.

## **Article 5** [Talent Introduction Support]

Renowned talents and outstanding innovation and start-ups in the game industry

at home and abroad shall be attracted to Pazhou. Game enterprises with previous year's comprehensive economic contribution of over RMB 1 million to development of the District may be entitled to the following preferential policies:

(I) Enterprises shall be granted a subsidy for the introduction of 1-2 talents. When an enterprise introduces a talent that is urgently needed and recommended, the enterprise shall be granted a subsidy of 20% of the talent's annual pre-tax income in the enterprise. The talent recommendation shall be subject to the enterprise commitment system, and the enterprise shall be responsible for the talent eligibility.

(II) The policy of coordinating talent settlement and children's schooling shall be subject to the district's policy and measures regarding headquarters enterprises.

**Article 6 [Settlement Reward]**

High-quality game enterprises shall be actively introduced to develop the ecological chain in Pazhou Pilot Zone and facilitate the integration of upstream and downstream resources and cluster development. Newly settled game enterprises with revenue of over RMB 50 million in the District and comprehensive economic contribution of over RMB 1 million to development of the District in the previous year shall be granted a one-time reward of RMB 100,000. The settled enterprises set out above with over 20% growth in revenue in the first, second and third full fiscal years compared to the previous year, shall be granted contribution reward for the corresponding year, including RMB 300,000 for the first year and RMB 100,000 for the second and third years.

**Article 7 [Investment Promoting Vehicle Reward]**

For every increase of RMB 1 million in comprehensive economic contribution to development of the District in the current year over the previous year made by game enterprises settled in investment promoting vehicles such as business buildings and industrial parks in the District, the vehicle operator shall be granted a one-time reward of RMB 10,000 for utilization by its the investment promoting team, up to RMB 500,000.

**Article 8 [Office Space Subsidy]**

Newly relocated game enterprises with comprehensive economic contribution of over RMB 1 million to development of the District in the previous year, renting office space for their own use, may be granted a rent subsidy for 24 consecutive months from the date of renting based on the following criteria:

(I) A rental subsidy of RMB 20,000 per month for a rented floor area of over 800 m<sup>2</sup> and under 1,000 m<sup>2</sup>;

(II) A rental subsidy of RMB 25,000 per month for a rented floor area of over 1,000 m<sup>2</sup> and under 2,000 m<sup>2</sup>;

(III) A rental subsidy of RMB 30,000 per month for a rented floor area of over 2,000 m<sup>2</sup>;

**Article 9 [Enterprise Scale-up Reward]**

Game enterprises with comprehensive economic contribution of over RMB 1 million to development of the District may be rewarded based on the following criteria:

Enterprise with a year-on-year annual principal business revenue increase of above 20% and below 50% shall be granted a one-time reward of RMB 100,000;

Enterprise with a year-on-year annual principal business revenue increase of above 50% shall be granted a one-time reward of RMB 250,000.

**Article 10 [Event Support]**

Enterprises, industry associations and other social organizations and agencies shall be guided to actively participate in or organize game industry events. Events

such as major international or national e-sports events, large cultural festivals, and large animation festivals held or hosted within the jurisdiction of Pazhou Pilot Zone with industry-wide influence shall be subsidized based on the following criteria:

(I) Operators of professional exhibitions of the inaugural session held in Pazhou Pilot Zone with an exhibition area of over 6,000 m<sup>2</sup> each session, or professional exhibitions relocated from outside Guangzhou to the District with an exhibition area of over 10,000 m<sup>2</sup> each session, shall be granted a financial reward for the first three sessions of exhibitions held in the District at 30%, 20% and 10% of the venue rent respectively, up to RMB 500,000 for each exhibition.

(II) Operators of professional exhibitions held in Pazhou Pilot Zone with an exhibition area of over 6,000 m<sup>2</sup>; including the actual booth area of foreign enterprises accounting for 20% (inclusive) to 50% of the total exhibition area, shall be granted a one-time financial reward at 20% of the venue rent, up to RMB 200,000; if the actual booth area of foreign enterprises accounts for over 50% of the total exhibition area, the operator shall be granted a one-time financial reward at 30% of the venue rent, up to RMB 300,000. The total amount of the reward per year for one enterprise shall not exceed RMB 300,000.

(III) Organizers of international or national competitions held in Pazhou Pilot Zone with a total prize of over RMB 1 million shall be granted a financial subsidy at 30% of the total prize, up to RMB 500,000.

**Article 11** [Honorary Contribution Reward]

Game industry-related enterprises or agencies shall be encouraged to actively contribute to the game industry development in the District. On the basis of the enterprise type and the contribution to the game industry development in the District, titles such as Haizhu District Game and Animation Benchmark Enterprise and Haizhu District Game and Animation Industry Excellent Partner may be awarded.

**Article 12** [Management Service]

Game enterprises in the jurisdiction shall be regularly provided with game content management and policy training to enhance their awareness of the rule of law. Copyright protection service workstations shall be established in key enterprises or parks in the jurisdiction to provide software copyright registration, rights protection assistance, legal consulting, education, training and other services for game enterprises. The responsible government agency shall take the initiative to enhance the supervision and law enforcement over the game industry to foster a healthy game market environment.

**Article 13** For the purposes of these Measures, the geographic scope of "Pazhou Pilot Zone" shall mean the area from Guangzhou Avenue in the west to the intersection of the Pearl River Front Waterway and Guanzhou Waterway in the east, to the Pearl River Front Waterway in the north, and to the Xinjiao Road-Chishachong-Guanzhou Waterway in the south.

**Article 14** One enterprise or project eligible for multiple rewards or subsidies shall voluntarily apply for the reward or subsidy at the highest amount and without repetition.

**Article 15** For the purposes of these Measures, "year" shall mean a natural year, unless otherwise specified; "over" and "above" shall include the given figure and "under" and "below" shall exclude the given figure.

**Article 16** For the purposes of these Measures, "newly settled" and "newly relocated" shall be subject to the time of enterprise registration. Enterprises entitled to rewards shall register and meet the criteria for rewards within the validity period of these Measures.

**Article 17** When Articles 3, 4, 5 and 9 hereof apply to the existing enterprises in the District, the total amount of financial support they receive in current year shall not be above 70% of the increment of their total comprehensive economic contribution to development of the District in the previous year.

**Article 18** The total amount of financial support received by one enterprise in the District in current year shall not be above 70% of its total comprehensive economic contribution to development of the District in the previous year.

**Article 19** Enterprises that have entered into a land agreement and "one enterprise, one policy" agreement giving their access to relevant funding arrangements, land supply and other factor resources in the District shall follow the covenants in such agreement and shall not be entitled to the policies set out herein.

**Article 20** Reward or subsidy recipients shall have a sound financial system, independent legal person status and independent accounting, take the initiative to coordinate with supervision, inspection and audit by relevant functional departments, and submit a commitment letter pledging their knowledge of relevant subsidy policies and covenants. In case of breach of its commitment, a recipient of any reward or subsidy hereunder shall voluntarily return the reward or subsidy funds it has received. Recipients of the financial support shall not be on the list of seriously untrustworthy entities, and the projects supported shall be placed under energy efficiency review as required, and recipients shall fulfill their social responsibilities.

**Article 21** These Measures shall be implemented by Guangzhou Pazhou Artificial Intelligence and Digital Economy Pilot Zone Management Committee ("Pazhou Management Committee"), and the specific implementation rules shall be separately formulated by Pazhou Management Committee.

**Article 22** These Measures shall enter into force as of the date of promulgation and remain in force for three years. For funds that shall be paid has not been fully paid when the validity period expires, the payment shall proceed until full payment is completed. Upon expiry of the validity period or in case of changes in relevant laws, regulations, rules and policy documents, these Measures shall be assessed and amended according to law based on the implementation results. If force majeure, the actions of higher governments or authorities, or the promulgation of relevant laws, regulations, rules and policies result in the unenforceability of these Measures, the provision of relevant rewards and subsidies shall be ceased. If any changes in the laws, regulations, rules, and policies of the higher governments or authorities render these Measures inconsistent with the regulations of the higher governments or authorities, the former shall apply, and the corresponding clauses herein shall cease to apply. The power of interpretation of these Measures shall be vested in Pazhou Management Committee and Haizhu District Bureau of Science, Technology, Industry, Commerce and Information Technology.

**Disclosure method:** Voluntary disclosure