



CHESSMAN ENTERTAINMENT PRODUCTION (HK) LTD. Most Valuable Entertainment and Event Solution

The Showman Speaks

When JONES CHONG established the company, there was little interest in the product. He soon turned the tables on the market.

Jones Chong was a part-time singer and DJ while attending university. He organized the first-ever original music competition in Macau. He later decided to continue to contributing to the entertainment and production industry, establishing Chessman Entertainment & Production Company Limited.

"I have been working hard on promoting original music in Macau for years. I believe that there must be a potential cultural and creative industry beyond the gambling business," says Jones.

"For many people, art cannot be used in a commercial context, but this is exactly what we are doing. As the Macau market has grown, I founded Chessman Hong Kong, a brand new branch, and started exploring the Hong Kong market in 2014."

Intrinsic Quality

Hong Kong's entertainment industry, Jones observes, is rather specific; production, advertising, and artist management agencies are typically independent, with each criteria elaborately developed. Thanks to the higher value the city puts on creativity, there is more room to grow, with emerging internet technologies stretching the possibilities of creative industries, among others.

Chessman Hong Kong is mostly involved in production and advertising. "With our multi-qualified talents, we are able to expand our business to various fields. In terms of artists and music, we have established a new way of partnership with entertainment company Unleash Entertainment. Chessman HK is responsible for artist management and account servicing while Unleash provides content. I believe that this kind of coop-



eration will soon become the main trend, as record labels will be allocating fewer resources on content while focusing more on management."

Numbers serve only as a measure of good work. "Chessman is a company symbolizing culture, a revolution originating from Macau music and creatives. For many companies, the most important issue is profit but Chessman always insists in what we really want to do, despite the revenue and the results.

"To play and to enjoy' is my most crucial motto in building the Chessman culture," says Jones, who always encourages staff to relax at work to create a playful environment. "We have guitars and drums in our office, film screening twice a month with movie selection according to staff's choice, and internal media called 'Chessman Post' showcasing our interests and expertise. In addition, as a company leader, I actively participate in charity and volunteer work

with my staff – this not only provides help to the needy but also greatly helps in building a bond among us."

The show must go on

As competition in Hong Kong intensifies while Macau remains a limited market, Chessman's next step is Greater China. Bringing exceptional talent from both special administrative regions into various Mainland locales could open much larger opportunities.

The company's efforts have gone a long way – with virtually no music market in Macau, Chessman became the first label with its own full-time singers, later successfully drawing government attention towards its entertainment industry and helping grow it to its current scale – a remarkable feat. While the turbulent economy puts pressure on the industry, Jones continues to dream big, executing the closest approximation of the ideal in the face of less desirable market conditions and augmenting the team's experience and expertise. The dogged perseverance of Jones Chong and his colleagues comes out in each project, with more to come. ■

For additional information please visit www.chessman.com.hk

