

8th Dubai World Game Expo

3-4 November 2015

Dubai International Convention & Exhibition Centre

Middle East Interactive Entertainment Market



Organised by



Strategic Partner



www.gameexpo.ae

Official Supporters



مؤسسة دبي للمهرجانات والتجزئة
DUBAI FESTIVALS & RETAIL ESTABLISHMENT
إحدى مؤسسات دائرة السياحة والتسويق التجاري - حكومة دبي
An agency of the Department of Tourism and Commerce Marketing - Government of Dubai



8th Dubai World Game Expo - DWGE

is the largest event for video games and digital entertainment industry in the Middle East & North Africa (MENA) region. DWGE is the leading platform for meeting with game and app developers, distributors, service providers, platform providers, localization providers, payment providers, multimedia, telecom operators, investors, government officials, and retailers in MENA region.

DWGE is devoted to introduce a wide variety of interactive entertainment including video games, online games, smartphone and tablet games, edutainment & infotainment software, game related hardware, and next generation platforms.



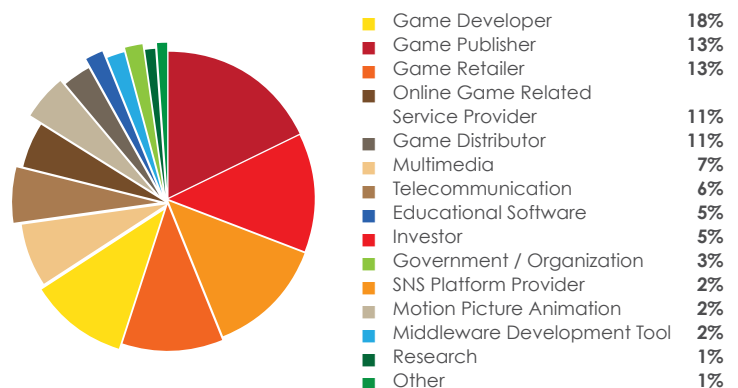
Number of Exhibitors 2014

 **130** Exhibitors

 **58** Countries

 National Pavilions
**Japan, Korea,
Malaysia & Morocco**

Business Category





Meet Game and App Developers from the Entire MENA Region

EXHIBITING allows you to gain unparalleled exposure by giving you the opportunity to meet with interactive entertainment professionals from the entire MENA region.

- Game and App Developer
- Game Publishers
- Multimedia
- Game Distributors
- Interactive Hardware
- Retailers
- Telecom Operators
- Online Game Related Service Provider
- Investors
- Motion Pictures Animation
- Educational Software
- Government Organization
- Middleware Development Tool
- SNS Platform Provider
- Agencies & Brands
- Research

Dubai World Game Expo Community



Game and App Developers

Local and international developers and decision makers will gather and share knowledge and experience and discover the regional market opportunities.

Payment Solution and Monetization

For any online merchant and service provider, the online payment is very important, and in order to maximize the sales they have to integrate and add all available payment methods for users. Exhibitors will also be offering mobile monetization solutions, focused on mobile marketing, mobile entertainment, and mobile money.

Advertising and Brands

Build partnerships with advertisers, media, studios and producers to develop branded content and product integrated opportunities.

Next-Generation Multi-device Entertainment

Provides innovations in digital entertainment and interactive media in a captive environment where you can discuss business opportunities of the new digital future.

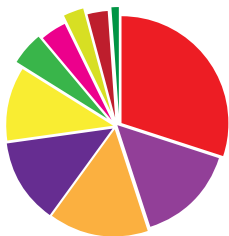
Publisher and Platform Providers

Acquiring and publishing opportunities for the latest digital content across multiple platforms including tablets, smartphone, mobile, PC, SNS, and consoles.

Secure Funding and Launch New Projects

Discover new partners and investors and enhance the projects with innovative financial models.

Job Function



Business / Management	30%
Game Production	15%
Programming / Engineering	15%
Game Publishing	13%
Game Design	11%
Student	5%
Audio	4%
Visual Arts	3%
Press / Media	3%
Other	1%

Platforms & Genre



Smartphone (iPhone, Android, etc.)	16%
Consoles (Xbox, Wii, PlayStation)	14%
Tablet (iPad, Android pads, etc.)	14%
PC Downloadable Online Games (MMOs)	13%
Mobile Phone (Java, BREW)	11%
PC Independent Games (Stream, self-published)	10%
Social Network Games (Facebook, MySpace, etc.)	10%
Browser-based Online Games (Flash, etc.)	9%
Not involved in development	2%
Other	1%

New Interactive Content, New Deals



Selected Participants at DWGE 2014

Actel Communications, Al-Futtaim Electronics, Apple Inc., AppsInnovate, Blackspot Entertainment, Boku, Carnegie Mellon Entertainment Technology Center, CASHU, Daegu Digital Industry Promotion Agency, DG ENTERTAINMENT, Dhruva Interactive, Dreamsoft Computers LLC, Du, Dubai Police, EA, Engines Inc., EQUINIX MENA, Facebook Inc., Falafel Games Co Ltd., Game Cooks, Game Rekon, GameCloud Studios, Gameforce, Gameloft, Gate2Play, Geekay Distribution General Trading LLC, Girnaas, Globecom, HUAWEI Tech., IBM Middle East FZ LLC, ictQATAR, Konami, Lorem, Microsoft, Mobily, Mobogenie, MOL Turkey, Motion Magic Xigital Entertainment Inc, MSEEDGames, Netdragon Websoft, nGarden Co., Ltd., NVIDIA, Ogre Head Studio, OneCard Inc., Paybyme, paysafecard.com WertKarten GmbH, Pearlabyss, PinchPoint Inc., Playzone, Quantum Games, Semanoor International, Soso H&C Co., Ltd., Tahadi Games, TIMWE, TRA - Telecommunications Regulatory Authority, Ubisoft Abu Dhabi, UNI-TY INC., We Go Interactive, YYGame.

2015 PARTICIPATING COUNTRIES

Afghanistan		Estonia		Kuwait		Russia	
Algeria		Finland		Lebanon		Saudi Arabia	
Argentina		France		Lithuania		Singapore	
Armenia		Georgia		Malaysia		South Korea	
Australia		Germany		Mexico		Spain	
Austria		Greece		Morocco		Sudan	
Azerbaijan		Hong Kong		Netherlands		Sweden	
Bahrain		Hungary		Nigeria		Syria	
Bangladesh		India		Oman		Taiwan	
Belgium		Iran		Pakistan		Tunisia	
Brazil		Iraq		Palestine		Turkey	
Cambodia		Ireland		Philippines		Ukraine	
China		Italy		Poland		UAE	
Cyprus		Japan		Portugal		United Kingdom	
Czech Republic		Jordan		Qatar		United States	
Egypt		Kazakhstan		Romania		Uzbekistan	

Dubai World Game Summit



Spotlight on DWGS

- Game Developer Session sponsored by Playzone
- Gaming Ecosystem in the MENA region by Equinix
- Game Platform Session
- Smartphone, Tablet Games and Apps Session
- Monetization, Localization, Payment & Marketing for the Middle East's Market
- Social change in the Arab region through games
- Achieving Optimal User Experience – case studies from around THE WORLD
- Success in Game Development

Speaker Highlights 2014



Nezar Banabeela
Playzone



Elie Abou Atme
Senior Account Manager
Equinix MENA



Anders Evju
Chief Marketing Officer
Playzone



Ali Ahmad Khan
Product Director
Mobogenie



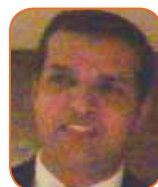
Kareem Abdullatif
Business Development Director
AppsInnovate



Alina Chernysh
Sales Executive
PaybyME



Khalil Khalil
Head of Business Operations
Actel



Ranjan Reddy
GM India and Middle East
Boku



Anas El Filali
CEO
Lorem



Matt George
Senior Manager,
Content & Digital Media
Equinix EMEA

DWGE 2015 is held in conjunction with:

GAM GE EVOLUTION

THE NEXT LEVEL™



Right People

Right Place

Right Time...

For further information on exhibiting
and sponsoring please contact:

Wissam Ezzeddine
Project Manager

Tel : +971 4 362 4717 - Ext: 135

Mob : +971 50 587 7422

E-mail : wissam.ezzeddine@index.ae



@dubaigame



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