



Game Developers Conference... shortly

Playing with the big boys!...

In participating in the mythical Game Developers Conference planned for February 18 to 22 2008 in San Francisco, Provence Promotion firmly intends to reverse the trend over recent years and reposition the region as the new Eldorado for video game production companies.

> Creating the event

The Game Developers Conference (GDC) is the most important event specially designed for professionals in the video game industry. It is presented in San Francisco and is the forum that must not be missed by any developers of games for PC, console, portable console, mobile phone or online games who would like to broaden their experience, and find new sources of inspiration. But the GDC, with its 16 000 participants, is also the favourite meeting place for all programmers, artists, producers, game designers, audio professionals, business development managers. An entire community of professionals involved in the development of interactive games, who would like to share their ideas to help the games industry move forwards. Therefore, it is quite natural that Provence Promotion wished to be present at this conference for the first time.



> Setting out to reconquest

France has been taking part in this adventure for a long time, and many French developers like Eric Viennot who has recently set up in Aix-en-Provence, have earned an international reputation in the video games world. To the extent that some of them have joined high potential structures, particularly in United States and Canada, during recent years. France would like to acquire the means to occupy the place that it deserves in this activity field, and this is Provence Promotion's aim for the PACA region in attending this conference.

The Ministry of Culture and the Ministry of Industry jointly set up a tax credit system at the end of last year, for the benefit of video production companies to make France attractive to French and foreign companies.

> Gambling on France's "California"

There has never been any doubt that South of France has no need to envy California in terms of sunshine, but the comparison is now no longer limited to the quality of life, it is now equally valid for know how and structures necessary to support ambitious projects in the video games sector.

This conference will provide Provence Promotion, working in partnership with Euroméditerranée, with the opportunity to meet professionals from all over the world to demonstrate that the region can be attractive for anyone who wishes to work in a dynamic environment adapted to their development activities.

> Showing its "muscles"...

The agency will present many companies and organizations including "GameSud", the association of video games producers in the PACA region, the "International Mobile Game Awards", one of the world's most coveted mobile video game prizes set-up in Marseille, the Belle de Mai media cluster in Marseille and its corresponding cluster in Arles, the Atelier des Roues. The Atelier des Roues was inaugurated on February 8 2008 and is located close to the Supinfocom animation school, recently selected as being the world's best school by the American 3D World magazine.

For further information

Game Developers
Conference : www.gdconf.com