



The Games Convention...shortly

Provence plays its part in Leipzig

Joystick fanatics and video game professionals look forward to the Games Convention (GC) which is the Mecca of computing in Europe. The Provence Alps Cote d'Azur region, equally well endowed with arguments and with pixels, will be among the leaders at the 2007 convention to be held between August 22 and 25 at the Leipzig exhibition park in Germany, taking the opportunity to display its skills in the field.

> Hardware and Software...

The Leipzig Games Convention is «THE» European meeting place that must not be missed by anyone interested in the world of video games and interactive leisure. It offers visitors the latest innovations, and describes future releases of games (PC and consoles), multimedia software, telephone games and hardware (PC, consoles, telecommunications).

> ...for the big and the small (who have grown up!)

The show is open to the public and is addressed mainly at professionals who have a unique opportunity to present their know how and products. A "Business Centre" hall is wholly dedicated to business meetings between suppliers and dealers for this purpose.

In the field of video games, France is outstanding particularly with its stand exclusively for French studios, with the presence of Kheops which has produced a large number of adventure games, and the Kynogon middleware expert, partner of Sony for the PS3.

Furthermore, as part of a national promotion exercise coordinated by Ubifrance, Provence will participate in the show as one of the three leading French clusters in the video game field, alongside the Ile-de-France and Rhône Alpes regions.

> Several spokesmen...

Provence will be represented at this show by three major players in the field of games for mobile phones:

- Mobivillage, leader for mobile phone content and founder of the PACA Mobile Centre, a platform to test and adapt contents on more than 400 models of telephones;
- Exkee, studio specialised in 3D games on mobile phones and finalist of the IMG Awards;
- International Mobile Game Awards, one of the best known worldwide competitions for the best games for mobile phones.

> ... to show the way!

But Provence has other cards to play. Bip Media also has a firm foothold on the strongly growing Casual Games market (games for the general public) with worldwide blockbusters such as «The farm».

Finally, Provence Promotion will also make the trip alongside Euroméditerranée. The purpose of this "mutualised" action is to attract new studios to Provence, by giving the priority to:

- the attractiveness of the Belle de Mai Media cluster,
- its advantages related to the mobile phones business (PACA Mobile Centre, Secure Smart Solutions competitiveness cluster, etc.)
- and obviously, a position offering high work quality and life style!



For further information

The French video game agency (AFJV):
http://www.afjv.com/press-0704/070413_france_games_convention_leipzig.htm