

Global Game Exhibition G-star

17 - 19 November 2022, Bexco

I. BACKGROUND

The year 2021 was a milestone for the game industry – the game industry’s revenue exceeded the combined revenue of the global movie and North American sports industries, according to the global market intelligence firm International Data Corporation. According to the global game report by NewZoo, the games market in 2021 will generate total revenues of \$180.3 billion, increased by about 2% over last 2020. the research also predicted that the industry will develop further along with the development of technologies such as metaverse and cloud gaming..

ASEAN is recognized as one of the most promising regions in the game industry. The region shows rapid growth in the online population fueled by accelerated smartphone penetration rate; more than 80% of the urban online population in ASEAN are gamers now and more than a half of the gamers are paying for games. Recognizing the high potential of the market, governments in each ASEAN member state are promoting the industry as a digital economy, which can be a new growth engine of the country. Ministry of Tourism and Creative Industry of Indonesia and the Department of Trade and Industry of the Philippines are well-known government bodies that provide support to the game industry in ASEAN.

Against this backdrop, the ASEAN Korea Centre has invited ASEAN game companies to the *Global Game Exhibition G-star*, the biggest game event in Korea, since 2014. The Centre will participate in the exhibition this year again, to introduce ASEAN game companies to the global market. Consisted of an offline exhibition and 1:1 business meeting, the program will be a business platform for ASEAN game companies to find an opportunity in Korea, as well as across the globe.

II. OBJECTIVES

- To raise the competitiveness of ASEAN game companies
- To strengthen cooperation between ASEAN and Korea in the game industry
- To provide opportunities for ASEAN game companies to explore the global market

III. EXPECTED OUTCOMES

- Broaden ASEAN game companies’ perspective toward the market trend
- Enhanced partnership between ASEAN and Korea in the game industry
- Business opportunities for ASEAN companies with game companies around the world

IV. PROGRAM OUTLINE

1. DATE AND VENUE

- Offline exhibition: Bexco, Busan (17-19 November)
- 1:1 business meeting: Offiline/Online (17–20 November)

2. COOPERATING/SUPPORTING ORGANIZATIONS

- K-Games (Korea Association of Game Industry): Exhibition organizer

3. PARTICIPANTS

- ASEAN companies and public institutions dedicated to the game industry (e.g.: developer, publisher, designer, e-Sports team, etc.)

4. PROGRAM ACTIVITIES

- Seminar (Offline, TBC)
AKC is planning to organize a seminar session to provide opportunities for ASEAN delegate to better understand Korean/global market and how to enhance their business competitiveness through external business cooperation exploring global market
- Exhibition (Offline)
AKC will showcase software, game contents and visual reference of ASEAN delegates in pavilion booth which will be installed in G-star B2B venue
- B2B meeting (Offline)
ASEAN delegate will participate in business meeting in online and offline platform during the G-star program to explore business opportunity with Korean and other global companies joining the event. In this regard, the Centre will provide **accommodation for one representative per company** to participate in the offline exhibition and business meeting.

5. CONTACTS

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