



## The 40th edition of Casual Connect

### Casual Connect Asia 2017 in Singapore: First insights

*International program highlighting emerging trends of the video games industry in several conference tracks*

**SINGAPORE – April 7, 2017** – Casual Connect Asia 2017 will be held in Singapore on May 16–18 by Casual Games Association, an international trade organization for the video games industry. Over 1,200 professionals from all parts of the gaming industry, including 150 high-level speakers will gather at Hard Rock Hotel, 8 Sentosa Gateway, Sentosa Island, Singapore. Additionally 100 of the best and brightest indie developer teams will showcase their newest projects at the Indie Prize Showcase as part of the conference.

“We are thrilled to be back in Singapore again and hosting the anniversary edition of Casual Connect in Singapore,” says Jessica Tams, Managing Director of Casual Games Association. “Attendees can network with game industry professionals and talented independent developers from all over the globe.”

Founded in 2012, Casual Connect Asia is a convenient entry into Southeast Asia and makes access to regional developers a breeze. Casual Connect brings together the most talented and knowledgeable experts from leading companies in the gaming field such as Ubisoft, Kamagames, MyTona, Gravity, mixi, Inc. (XFLAG), Rovio Entertainment, Hipster Whale, Huuuge Games, The Walt Disney Company, Nickelodeon Asia, Google Play, Color Switch, Bushiroad, Most Played Games and YouTube.

This year Casual Connect will offer seven different tracks in three lecture halls with 150 speakers. Among others, featured speakers include: Chris Early, VP of Digital Publishing of Ubisoft; Matt Hall, Co-Founder of Hipster Whale; Yoshinori Kitamura, Chief Operating Officer of Gravity Co., LTD.; John B. Lin, Managing Director of PlayStudios Asia; Derrick Alain Mapagu, Founder & CEO of Most Played Games; Langer Lee, Strategy Director, Global Business Division, mixi, Inc. (XFLAG); Eric Tan, Founder & CEO, Fifth Journey.

#### *Industry Insights*

In Industry Insights, learn the inner workings and new trends of the games industry from those who know it best. Create more potent strategies with region-specific as well as global insights.

#### *Growth*

Surpass your limitations with a little help from new and established companies who are expanding – and understand the ins and outs of funding and distribution – in Growth.

#### *Design & Development*

Creating games is an art – one of the most technically demanding fields of art in existence. Join us in Design & Development as we replay some of the best collisions between creativity and code.

#### *Market Navigation*

Gear up for new adventures in gaming with data from regional and worldwide problem-solvers. Discover new routes to success and meet new partners who will help you get there with Market Navigation.

### *Kids & Family*

Developing games for all ages can be immensely rewarding but fraught with risk. Kids & Family will share lessons on how to successfully market and operate kids games without betraying parents' trust or running afoul of data privacy laws.

### *Social Gaming*

Immerse yourself in the thriving nexus of video games and social entertainment. Absorb established strategies and glimpse what will roll up next.

### *Global & Emerging Markets*

Games have a unique power to connect with people across borders. Take inspiration from some of gaming's best guides when it comes to finding footholds in new markets.

### **Showcases**

The Indie Prize Showcase receives more than 1,000 game applications during the year. Developers from 52 countries have already submitted their games for the international Indie Prize scholarship in Singapore.

42 judges will select the best 100 games that will be invited to Casual Connect to showcase the games at Indie Prize alongside with the world's best indie developers. Further information on the Indie Prize Showcase can be found at <http://www.indieprize.org>. The full list of participants will be announced on April 16, one month before the conference.

Besides the Indie Prize showcase area with independent developers, Casual Connect offers a Premium Dev Showcase for established developers.

More Information at <http://asia.casualconnect.org/developers.html>

### **Networking**

Along with access to networking parties and educational lectures, Casual Connect attendees get access to the Pitch & Match meeting system. This system will allow attendees to make their own connections at Casual Connect. Indie developers are able to pitch to publishers about their games, publishers can connect to promising studios, and tools and services companies will be able to find interested clients. <http://casualconnect.org/emails/FAQ.html>

### **Official Parties**

The ultimate combination of networking and fun: Casual Connect will offer three parties: The Casual Connect Badge Pickup Party sponsored by metaps that will be held at Hard Rock Hotel Sentosa Resorts World; the Official Casual Connect Day 1 Party sponsored by KamaGames at Shanghai Dolly; and the Official Casual Connect Day 2 Party sponsored by MyTona at S.E.A. Aquarium, Marine Life Park. These parties are free and only available to conference attendees.

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Attendee information:

Casual Connect Asia offers attendees a limited number of discounted rooms at the Hard Rock Hotel, Resorts World Sentosa, 8 Sentosa Gateway Singapore: <https://aws.passkey.com/go/casualconnect2017>

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### **About Indie Prize and Premium Dev Showcase**

Indie Prize is a scholarship program for up-and-coming indie development teams who show promise as future leaders in the games industry. Indie Prize offers participants an opportunity to learn and network with other indie game developers and showcase their games, skillsets, and ideas to publishers and potential partners. The Premium Developer Showcase is an upgraded option of Indie Prize for game developers who want to showcase their games in a larger space. The premium package includes two tickets, a premium listing with logo and a premium showcase location.

### **About Casual Connect**

Launched in 2005, Casual Connect is hosted by Casual Games Association, bringing together the most talented and knowledgeable experts in the gaming field to further the industry with the best learning and networking opportunities for gaming professionals. CGA will host Casual Connect Asia on May 16-18, 2017, as the 40th anniversary edition of Casual Connect, followed by Casual Connect USA on August 1-3, 2017, and Casual Connect Kyiv in October 2017. See the full schedule of Casual Connect events for 2017-2018 at <http://casualconnect.org/events.html>.

### **About Casual Games Association**

Casual Games Association is an international trade organization dedicated to promoting games and providing educational resources for the game development community. The association hosts annual conferences in North America, Europe, Asia, Kyiv and Tel Aviv; runs online gaming news website [gamesauce.biz](http://gamesauce.biz); and issues research reports on the casual games industry. For more information about the association, visit <http://www.cga.global>. All lectures from past events can be watched at the official Casual Connect [YouTube channel](#).