

Casual Connect Asia 2017 conference schedule released

40th edition of international conference for game industry professionals

Singapore, April 30, 2017 – Casual Games Association, an international trade organization for the game industry, has announced the [schedule for Casual Connect Asia 2017](#). The conference will take place on May 16 – 18, 2017, at Hard Rock Hotel, 8 Sentosa Gateway, Sentosa Island, Singapore.

100 of the world's best indie developers will take part in the Indie Prize Showcase during the conference. Participants were selected by independent judges from hundreds of applications. The best and the brightest will be awarded in 10 different categories during the 18th Indie Prize Awards on May 18 at 2 PM in Lecture Hall 2 at the Hard Rock Hotel Singapore. The full list of finalists can be found here <http://indieprize.org/asia2017/>.

120 speakers from companies including Ubisoft; Hipster Whale; Gravity Co., LTD.; PlayStudios Asia; Most Played Games; mixi, Inc. (XFLAG); Fifth Journey and many more will share their experience and insights on the following topics: Industry Insights, Growth, Design & Development, Market Navigation, Kids & Family, Social Gaming and Global & Emerging markets.

Highlights of this year's Casual Connect Asia include (among others):

- Chris Early, VP of Digital Publishing, Ubisoft - KEYNOTE: Lessons in VR from Ubisoft
- Yi Fei Boon, Field Engineer, Unity Technologies - 4,000 Adams at 90 Frames Per Second
- Matthew Hall, Co-Founder, Hipster Whale - Please, Sir, I Want Some More... Ads
- Yoshinori Kitamura, Chief Operating Officer, Gravity Co., LTD. - 15 Years of Experience in the Online Gaming Industry
- Guy Charusadhirakul, Business Development, Google Play Apps, Games & Content - Go Global: Southeast Asia
- Martin Macmillan, CEO, Pollen Velocity Capital - How to Scale Your Game: Understanding the Metrics and How to Act on Them
- Kirin Ando, Senior Director, Global Business Division, mixi, Inc. (XFLAG) - Strikeshot! Exploring the Monster Strike Phenomenon in Japan
- David Reichelt, Game Designer, Color Switch LLC - Designing Games That Stand Out
- Daniel Kashti, Chief Marketing & Commercial Officer, KamaGames, Interviewed by Hilmy Abdul Rahim, Lecturer, KDU University College - FIRESIDE CHAT: Where Social Casino Gaming is Going Next...
- Jia Ling Hoo, Former Co-Founder and VP of Partnerships, Inzen Studio, Shieny Aprilia, VP Serious Games & Gamification, Agate Studio, Chor Guan Teo, Program Partner, MXR International, MODERATOR: Gwen Guo, Co-Founder, IMBA Interactive - PANEL: Women Behind The Screens
- Qi Chen, COO, FunPlus - Grow Games in Both West and East
- Daniel Bernstein, Vice President, Corum Group - Games M&A Overview: What You Need to Know and How to Prepare
- Cvetan Rusimov, COO, Imperia Online - Why Asian Games Can't Copy Their Own Success Overseas and How to Fix It
- David Lakritz, President & CEO, LAI Global Game Services - Free Tools and Strategies for Publishing Your Game Globally

- Saikala Sultanova, Head of User Acquisition, Space Ape Games - Impactful User Acquisition Changes in 2017
- Don Anderson, Head of Family & Learning Partnerships, APAC, YouTube - The (Not So) Quiet Kids & Family Content Revolution
- Justin Kim, CEO, Redbana, Christopher Liu, Head of Mobile Game Publishing Business, VNG Corporation, Kenken Rudy Salim, COO, Lyto Datarindo Fortuna, MODERATOR: Gerald Tock, COO (Strategy and Partnerships), iCandy Interactive - PANEL: SEA's Publishing Powerhouses
- Je Alipio, Director Disney Interactive Southeast Asia, The Walt Disney Company, Syahrizan Mansor, Vice President, Nickelodeon Brand, Asia, Viacom International Media Networks, Nicole Seymour, Creative Director, Anamil Tech Ltd, Simon Chow, Senior Business Development Manager, Animoca Brands, MODERATOR: Gerald Tock, COO (Strategy and Partnerships), iCandy Interactive - PANEL: Kids Apps Distribution & Monetization

Three official networking parties will be held during Casual Connect Asia. RSVP is not required, but there will be no admission without a conference badge.

- Pick up your badge and start networking with free drinks and snacks at the Badge Pickup Party sponsored by [Vegas World](#) at the [Hard Rock Hotel Singapore](#).
- Enjoy a free dinner and drinks while you sing and dance your heart out in Singapore at the Official Casual Connect Day 1 Party sponsored by [KamaGames](#) at [Shanghai Dolly](#).
- Relax and network after a productive day with free drinks and snacks at the Official Casual Connect Day 2 Party sponsored by [MyTona](#) at [S.E.A. Aquarium](#).

Casual Connect is a professionals-only conference created to support the mass-market games community by gathering the top developers, publishers, distributors and others involved in related industries for networking opportunities and useful lectures created by a board of industry members.

More information on [Casual Connect Asia](#) and [Indie Prize Singapore](#) is available at their official websites. Highlight videos are on Casual Connect's official [YouTube Channel](#).

To participate please register here: <http://asia.casualconnect.org/joinus.html>. More details on travel and accommodations are available here: <http://asia.casualconnect.org/travel.html>.

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About Casual Connect

Launched in 2005, Casual Connect is hosted by Casual Games Association (CGA), 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 USA on August 1-3, 2017, and Casual Connect Kyiv on October 24-26, 2017. See the full schedule of Casual Connect events for 2017-2018 at <http://casualconnect.org/events.html>.

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 Games Association

CGA.

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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; 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](#).