



**INVEST
IN FINLAND**

Finnish Gaming Delegation to ChinaJoy 2017

Joey GUI, 2017

Content



- **What is ChinaJoy?**
- Proposed Program for Finnish Delegation to ChinaJoy 2017
- What to Expect?
- Next Step



What is ChinaJoy?

China Digital Entertainment Expo & Conference



China Digital
Entertainment
Congress

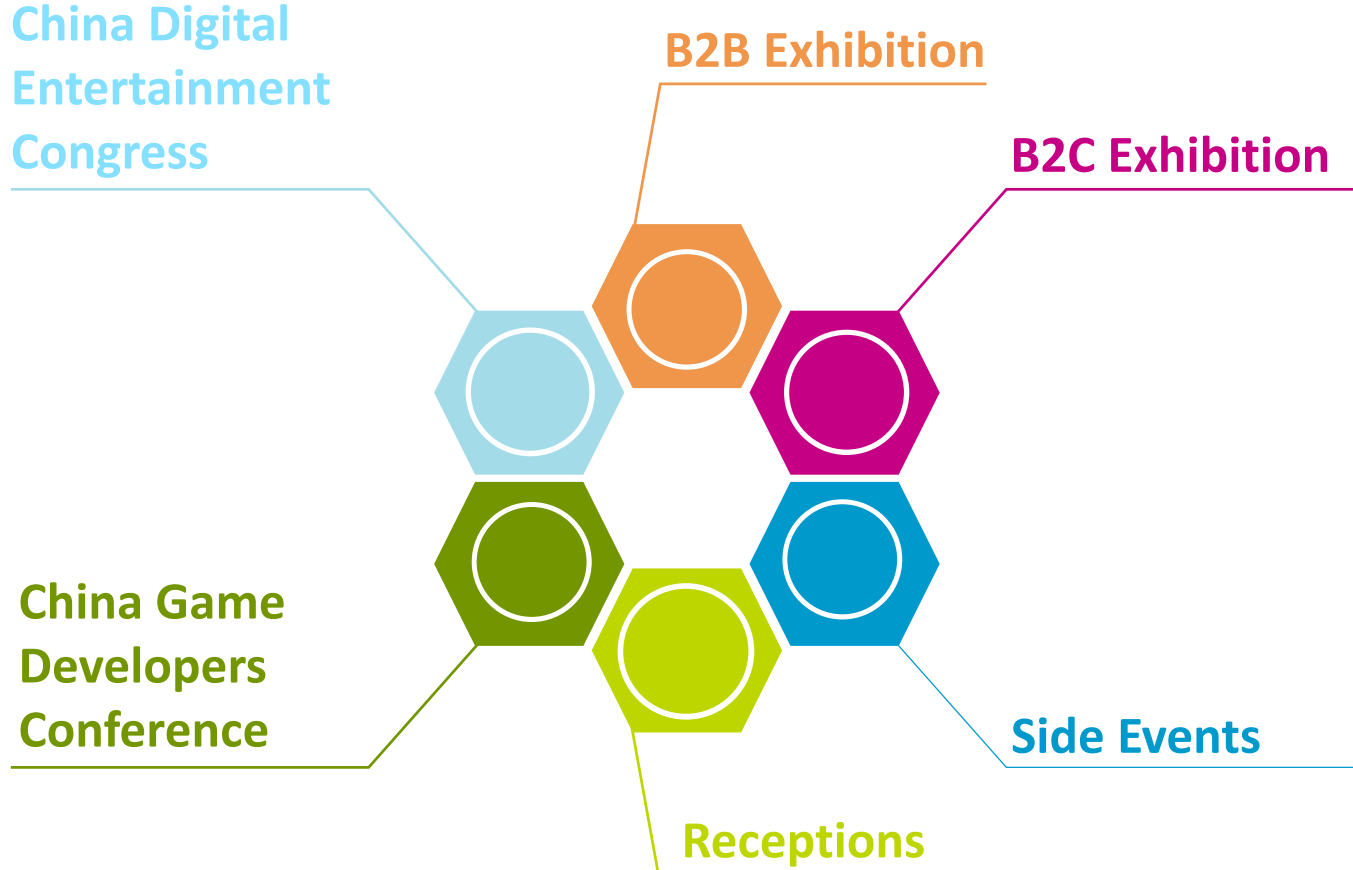
B2B Exhibition

B2C Exhibition

China Game
Developers
Conference

Side Events

Receptions



ChinaJoy - B2B/B2C Exhibition



- Largest and most influential digital game & entertainment exhibition/trade show in China, and the Top 3 globally.
- **You will meet EVERYONE in China gaming industry!**
- You will also be able to experience the passion about Chinese customer in person.

ChinaJoy 2016

- Over **325,000** visitors
- More than **900** local and international exhibitors

ChinaJoy - Side Events



International Game Business Conference - Finnish Session

IGBC 国际游戏商务大会
INTERNATIONAL GAME BUSINESS CONFERENCE

2016年7月26日

上海世纪皇冠假日酒店
Crowne Plaza Century Park Shanghai



芬兰专场



Around 200 professional guests
in 2016

Partner with

- Game Publishing Committee,
the official organizer of
ChinaJoy
- Neogames

ChinaJoy - Side Events



International Game Business Conference - Finnish Session



Am:
Pitching in the morning with around 200 guests from Chinese gaming companies / investors



Pm:
Pre-arranged 1-1 match-making with selected potential investors and/or publishers

ChinaJoy - Side Events



International Game Business Conference - Finnish Session



Finnish Session 芬兰专场

Match-Making Plan 商务洽谈安排					
	Dodreams	GameRefinery	Housemarque	PsyonGames	Reforged Studio
13.00-13.30	Perfect World 完美世界	LeEco 乐视	Qigoal Capital 契阔资本	KongZhong 空中网	Giant 巨人
13.30-14.00	KongZhong 空中网	Giant 巨人	LeEco 乐视	Perfect World 完美世界	Ali Game 阿里游戏
14.00-14.30	Giant 巨人	Ali Game 阿里游戏	KongZhong 空中网	LeEco 乐视	Qigoal Capital 契阔资本
14.30-15.00	Qigoal Capital 契阔资本	View Kingdom	Giant 巨人	Ali Game 阿里游戏	LeEco 乐视
15.00-15.30	LeEco 乐视	Qigoal Capital 契阔资本	Ali Game 阿里游戏	Giant 巨人	KongZhong 空中网
15.30-16.00	View Kingdom	KongZhong 空中网	Nibiru 睿悦	Qigoal Capital 契阔资本	GameComb 蜂巢
16.00-16.30	Ali Game 阿里游戏	Zplay 掌游天下	LongTu 龙图	Cheetah 猎豹	Nibiru 睿悦
16.30-17.00	Cheetah 猎豹	LongTu 龙图	Zplay 掌游天下	Nibiru 睿悦	Lenovo 联想
17.00-17.30	Youzu 游族	Nibiru 睿悦	Lenovo 联想	LongTu 龙图	Zplay 掌游天下
17.30-18.00	Nibiru 睿悦	Lenovo 联想	GameComb 蜂巢	Zplay 掌游天下	LongTu 龙图

ChinaJoy 2016

Each participating Finnish company has 10 pre-arranged match-making slot at the Finnish session.

Due to high demand of 1-1 meetings from Chinese side, more individual meetings are arranged during the rest of the program at reserved meeting room right next to ChinaJoy exhibition.

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Proposed Program for 2017



	25 Jul	26 Jul	27 Jul ChinaJoy	28 Jul ChinaJoy	29-30 Jul ChinaJoy
Am	Arrival	International Game Business Conference – Finnish session Pitching	Chinese game market insight sharing by Chinese Leading Game Company i.e. NetEase	B2B/B2C Exhibitions Conferences Further 1-1 meetings	Further 1-1 meetings B2B, B2C exhibition Conferences
Pm	Briefing meeting at Finpro / Finchi	International Game Business Conference – Finnish session Pre-arranged 1-1 match-making	B2B/B2C Exhibitions Conferences Further 1-1 meetings	International Mobile Game Award (IMGA) Event tbc	
Eve		Reception tbc		IMGA Reception tbc	

	Joint Activities
	Free time

* The actual program might slightly different and we will confirm the program before your trip to China.

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What to expect?



Invest in Finland would provide

- Program arrangement
- Preparation and production of Delegation Brochure including brief introduction of Finnish gaming industry and each participating companies
- Translation for joint events
- Local transportation for group activities
- Hotel booking assistance

Estimated Expenditure need to be covered by Finnish participants:

- Return international flight (HEL - PVG) + accommodation (6 nights) + Visa application
= approximately 2.000 Euro for each participant
- Other personal expenses

What to expect?



2016 participants were extremely satisfied with the arrangements done by Finpro's Invest in Finland China team.

They had many high quality discussions with potential Chinese investors and publishers.

China's legislation is changing and Chinese game producers want to publish their games abroad. Thereby, this was a perfect timing for us to come to China.

-- Markus Råmark, the CEO of Game Refinery

This delegation trip was better than many other trips combined.

-- Teemu Vilén, the CEO of Reforged Studios

Invest in Finland made excellent arrangements and connected us with good Chinese investors. They could not have done it better, unless negotiating deals for us was an option.

-- Olli Rundgren, the CEO of Psyon Games

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Next Step



- **Confirm your participation ASAP by 31st May to joey.gui@finpro.fi**
more practical information will be provided once confirmation is received
- Should you have any further questions please contact

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