

تحت الرعاية السامية لصاحب الجلالة الملك محمد السادس نصره الله
٨٨٠٤١ ٢٤٤٤٣ ٢٠٠٠٠٠ ٠٠٠٠٠٠ ٠٠٠٠٠٠ ٠٠٠٠٠٠ ٠٠٠٠٠٠ ٠٠٠٠٠٠ ٠٠٠٠٠٠ ٠٠٠٠٠٠
UNDER THE HIGH PATRONAGE OF HIS MAJESTY KING MOHAMMED VI MAY GOD ASSIST HIM

المملكة المغربية
وزارة الشباب
والثقافة والتواصل
KINGDOM OF MOROCCO
Ministry of Youth, Culture and Communication

2ND EDITION
الدورة
٢٠٢٥

MOROCCO
GAMING
EXPO

2025



معرض المغرب لصناعة الألعاب الإلكترونية

٠٠٠٠٠٠ ٠٠٠٠٠٠ ٠٠٠٠٠٠ ٠٠٠٠٠٠ ٠٠٠٠٠٠ ٠٠٠٠٠٠ ٠٠٠٠٠٠ ٠٠٠٠٠٠ ٠٠٠٠٠٠ ٠٠٠٠٠٠

MOROCCO GAMING EXPO

02 > 06

يوليو ٢٠٢٥

2025

قصر الرياضات - المجمع الرياضي الأمير مولاي عبد الله - الرباط
٠٠٠٠٠٠ ٠٠٠٠٠٠ ٠٠٠٠٠٠ ٠٠٠٠٠٠ ٠٠٠٠٠٠ ٠٠٠٠٠٠ ٠٠٠٠٠٠ ٠٠٠٠٠٠ ٠٠٠٠٠٠ ٠٠٠٠٠٠
Sports Palace - Prince Moulay Abdellah Sports Complex - Rabat

THE EXPO'S PROGRAM

f @ X in ٠ www.moroccogamingexpo.ma



صاحب الجلالة الملك محمد السادس نصره الله
His Majesty King Mohammed VI, may God assist Him

MESSAGE FROM MISTER MOHAMMED MEHDI BENSaid, MINISTER OF YOUTH, CULTURE AND COMMUNICATION



Gaming, culture, imagination... But also, industry, production, investment...

These are all facets that, over time, are shaped by speed, competition, the accumulation of past achievements, and bold future projections.

A year ago, the first Morocco Gaming Expo set out to position Morocco firmly within the rapidly evolving and highly productive gaming industry.

Today, as we launch the second edition, we can already reflect on the progress made and the early successes: training programs between Moroccan institutions and renowned foreign schools, startups that have been selected for accelerated incubation, the launch of financial support programs by the relevant authorities, and the development of two industrial hubs dedicated to gaming—Rabat Gaming City and Casa Arena.

This is what a single year can achieve, and it clearly demonstrates Morocco's ambition in this field, as well as the eagerness of its operators, government authorities, economic players, and young creators. We are ready!

Under the visionary leadership of His Majesty King Mohammed VI, may God protect Him, Morocco has confidently embarked on a path of global emergence—one that is inclusive and integrated.

The key to this rise lies not just in the economic aspects of development but in its cultural, human, and youthful dimensions. And what better industry than gaming to embody this ambition? By bringing together creatives and writers, industrialists and financiers, scientists and engineers, video games perfectly represent what modern culture can achieve by blending high-level artistry with cutting-edge technology.

Morocco, which has long been known for its craftsmanship, rich intellectual culture, and dynamic popular culture, is set to take its place among the leading nations in the video game industry.

In an age of artificial intelligence, continuous technological advancements, and the challenges they bring, our country is positioning itself as an active, forward-thinking player, ready to seize opportunities and anticipate the next technological shifts.

This second edition of the Morocco Gaming Expo solidifies the event as a lasting one, marking the beginning of the institutionalization and growth of this young Cultural and Creative Industry. From the boldness of its beginnings, we now place our trust in its continued success.

Dear gamers, creators, instructors, and investors, take your controllers!

Mohammed Mehdi BENSaid
Minister of Youth, Culture and Communication

MESSAGE FROM MISTER YOSHIKI OKAMOTO **GAME PRODUCER AT OKAKICHI**



Greetings everyone!

I am Yoshiki Okamoto, and I have been working in the video game industry in Japan for 43 years. I was first hired by the famous company KONAMI, as an illustrator to create posters and promotional materials. Soon after, I was promoted to the position of game director.

During my first year in the industry, I took on multiple roles. I designed posters (illustrator), created characters (character designer), designed logos (graphic designer), debugged games, adjusted difficulty settings, and oversaw quality control. I even occasionally attended meetings with printing companies!

At that time, we worked without ever stopping. We were at the office every day, with no holidays or days off, and most of the time we slept right at the workplace. Honestly, it was tough. But despite those conditions, the work itself was incredibly fun.

In my second year, I eventually joined another game company - CAPCOM - as a game planner. As I gained experience, I was gradually promoted to director, then producer, etc.

During that time, I worked on a variety of projects, some of which became global cult classics:

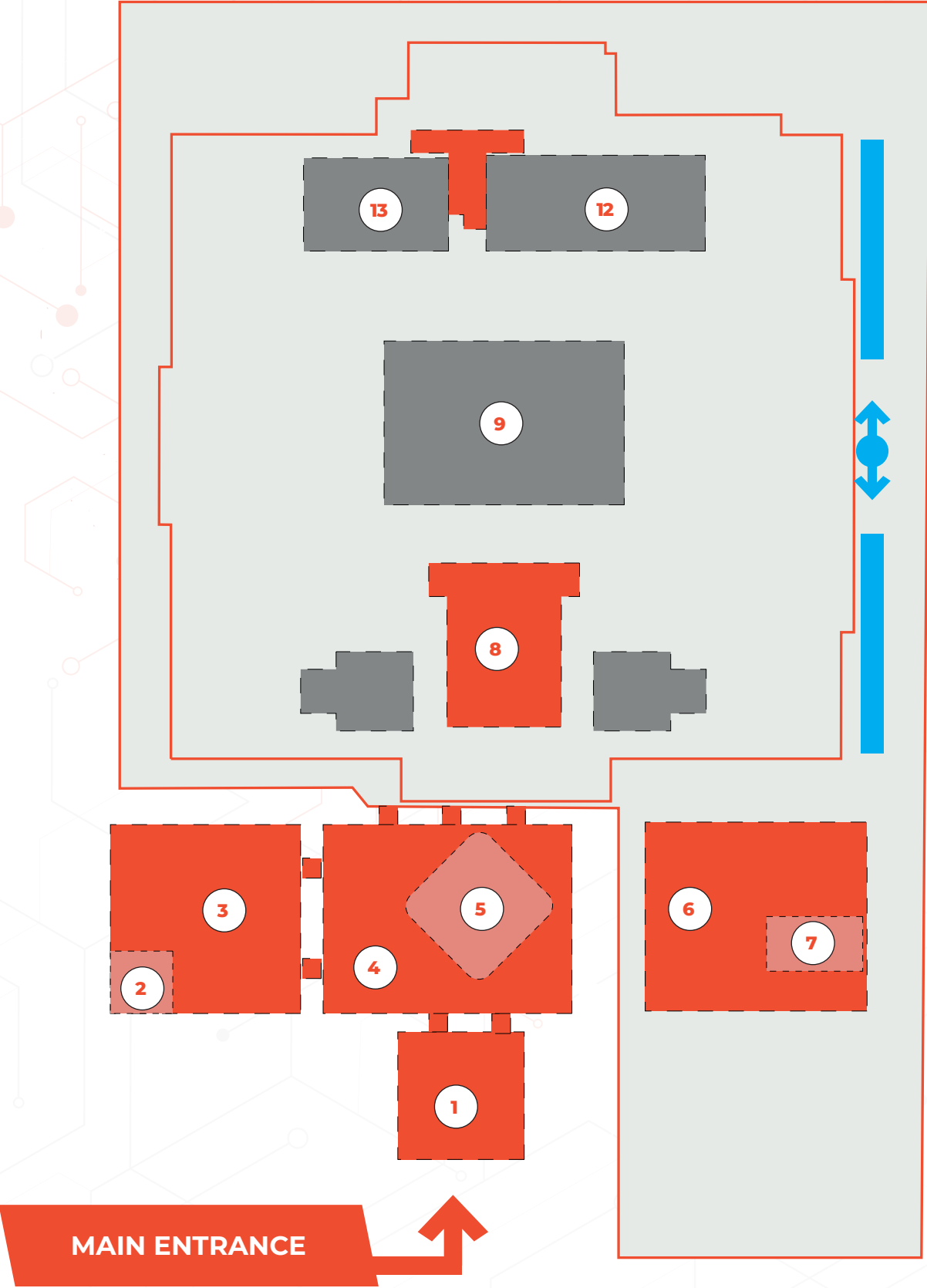
- Street Fighter II
- Resident Evil
- Monster Hunter
- Red Dead Revolver ...and many others.

In the end, 43 years have passed in the blink of an eye. These decades have brought me immense joy and satisfaction, and I am deeply grateful to everyone who helped create these incredible hits alongside me. Of course, if someone asked, 'If you had to do it all over again, would you do the same thing?' I would answer without hesitation: 'No, never in my life!' Nevertheless, today, I can find some form of happiness in all of it. Now, I plan to dedicate another two years to creating video games, and when I reach my 66th birthday, I think I will finally retire. At that point, I want to do things differently. In particular, I want to support and encourage, in some way, the healthy development of the video game industry.

One day, surely in the not-so-distant future, great game creators from Morocco will emerge and develop games that inspire people around the world. And when that day comes, I will do everything I can to support them!

Yoshiki Okamoto
Game Producer at Okakichi

EXPO'S FLOOR PLAN - GROUND FLOOR



- 1

ACCREDITATION
- 2

CONNECT CAFÉ
- 3

EXHIBITION HALL A
- 4

EXHIBITION HALL B
- 5

MGI-MJCC PAVILION
- 6

EXHIBITION HALL C
- 7

PITCH TALKS
- 8

CONVENTION HUB
- 9

ATLAS ARENA
- 10

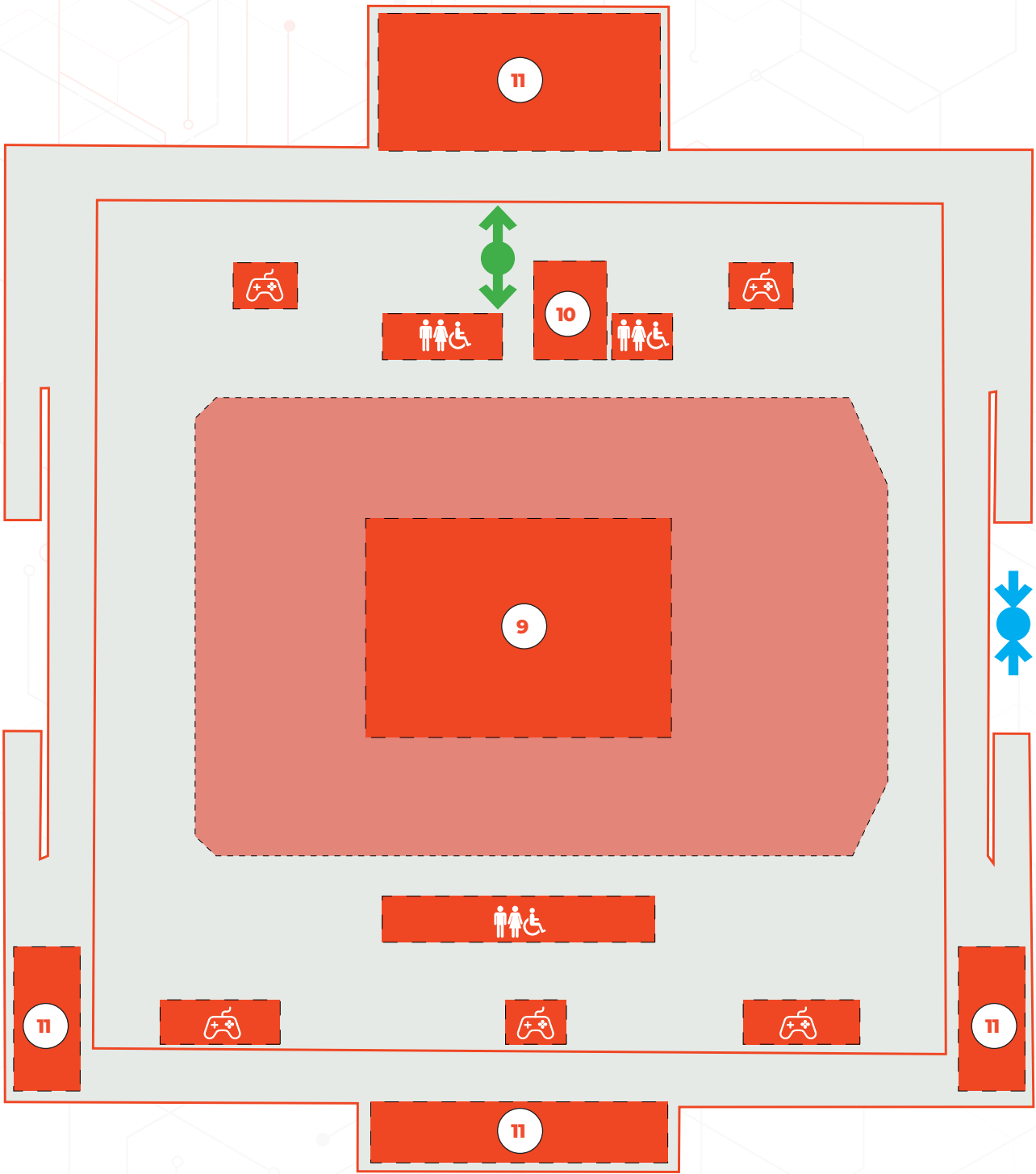
MEDIA CENTER
- 11

CATERING
- FREE-TO-PLAY
- RESTROOMS
- 12

BUSINESS HUB
- 13

CONFERENCE ROOM
- ACCESS TO THE 1ST FLOOR
- LOWER FLOOR

EXPO'S FLOOR PLAN - FIRST FLOOR



- 9 ATLAS ARENA
- 10 MEDIA CENTER
- 11 CATERING
- FREE-TO-PLAY
- RESTROOMS
- LOWER FLOOR
- 12 BUSINESS HUB
- 13 CONFERENCE ROOM
- ACCESS TO THE EXHIBITORS PLATFORM
- 1 ACCREDITATION
- 2 CONNECT CAFÉ
- 3 EXHIBITION HALL A
- 4 EXHIBITION HALL B
- 5 MGI-MJCC PAVILION
- 6 EXHIBITION HALL C
- 7 PITCH TALKS
- 8 CONVENTION HUB

PRESENTATION OF THE EXPO'S PLATFORMS



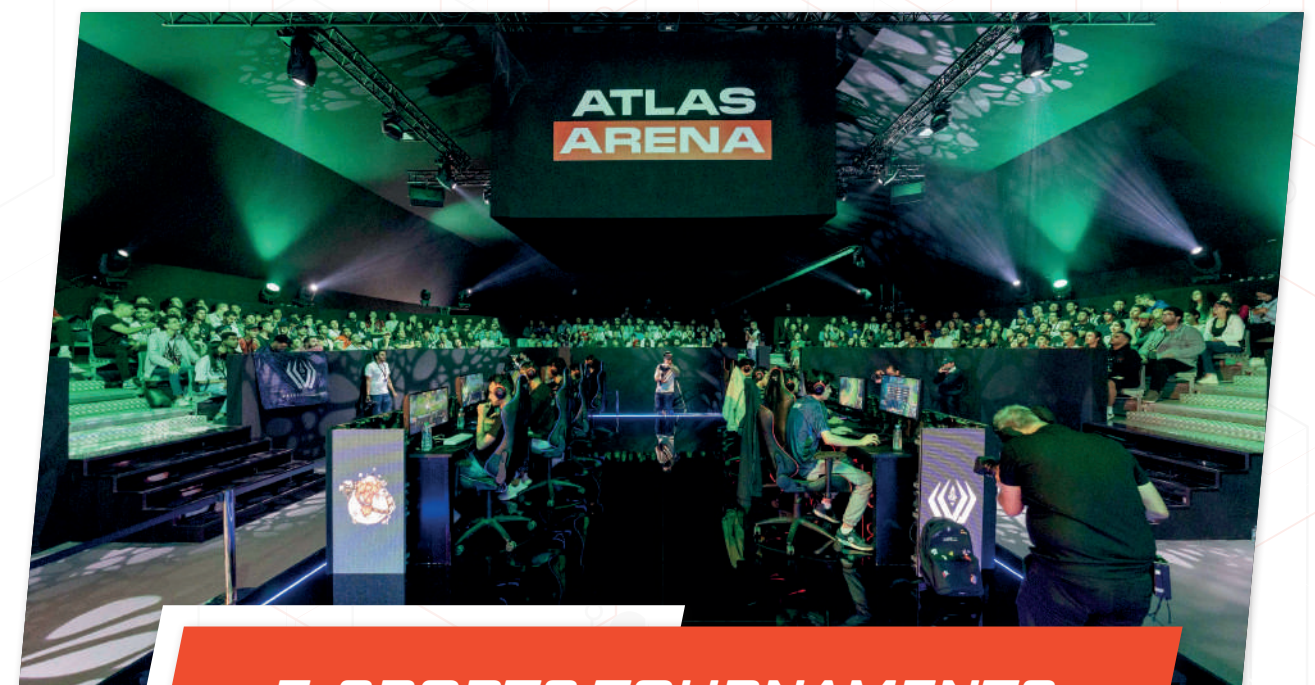
CONFERENCES PLATFORM



EXHIBITION PLATFORM



***EXCHANGE AND COOPERATION
PLATFORM***



***E-SPORTS TOURNAMENTS
PLATFORM***



CONFERENCES PLATFORM

The Conferences Platform of the Morocco Gaming Expo 2025 stands as a vibrant arena for dialogue, critical reflection, and the dynamic exchange of knowledge, entirely dedicated to the evolution and future of the gaming industry. Designed to inspire and inform, it presents a diverse and high-impact program of conferences, expert panels, and immersive masterclasses led by prominent international thought leaders.

More than just a space for discussion, this platform acts as a catalyst for thought leadership and cross-sector collaboration, bringing together professionals, entrepreneurs, students, researchers, policymakers, and passionate gaming enthusiasts. It offers a unique opportunity to stay ahead of global trends, dive into cutting-edge topics, and gain insights from the voices shaping the future of gaming worldwide.

The Conference Platform explores a wide array of strategic, creative, and technical themes, including:

- **Morocco's Gaming Industry** – A deep dive into the national strategy, visionary policies, and landmark projects spearheaded by the Ministry of Youth, Culture, and Communication – Communication Department, highlighting Morocco's ambition to become a regional hub.
- **Global Industry Trends** – Insightful analysis of current international developments and forward-looking perspectives shaping the future of gaming.
- **Building a Thriving Gaming Ecosystem** – Lessons learned and best practices from regional and global ecosystems, fostering knowledge transfer and scalable models.
- **Video Game Development** – Mastering the creative process through sessions on game design, programming, audio production, storytelling, and animation excellence.
- **Marketing, Monetization & Distribution** – Innovative strategies for go-to-market success, community building, user engagement, and sustainable revenue generation.
- **The Rise of E-sports** – Exploring new professions, emerging business models, and transformative opportunities within the competitive gaming scene.

Through engaging content, strategic conversations, and actionable takeaways, the Conference Platform becomes a beacon for innovation and collaboration, helping participants better understand the challenges, harness the opportunities, and shape the next chapter of the gaming industry.

Ultimately, this platform reinforces Morocco's positioning as a rising force on the regional and global gaming map, supporting its ambition to cultivate talent, attract investment, and spark creative and economic growth in this dynamic sector.



EXHIBITION PLATFORM

The exhibition platform serves as a vibrant and dedicated space meticulously crafted to showcase the richness, innovation, and vibrant diversity of Morocco's burgeoning gaming industry. Reflecting the sector's dynamic evolution and rapid growth, the platform seamlessly integrates multiple thematic booths that spotlight the key players, groundbreaking initiatives, and essential supporting structures that drive this thriving ecosystem.

At the heart of the platform stands a prominent pavilion dedicated exclusively to the Morocco Gaming Industry. This central hub features the major projects spearheaded by the Ministry of Youth, Culture, and Communication – Communication Department, providing visitors with an in-depth look at government-led initiatives and strategic developments. Additionally, this space serves as a nexus for institutions, industry leaders, and strategic partners actively engaged in shaping and expanding Morocco's national gaming landscape, fostering collaboration and innovation.

Encircling the central pavilion are several thoughtfully curated themed zones, each dedicated to a vital facet of the gaming sector:

- **Startups**: An inspiring space that celebrates the creativity and entrepreneurial spirit of Moroccan innovators. Here, visitors can explore a diverse array of projects and services that are pioneering new gaming experiences and shaping the future of digital entertainment in Morocco and beyond.
- **Training & Education Operators**: This zone is dedicated to academic institutions and professional training centers that offer specialized programs tailored to the evolving needs of the gaming industry. It emphasizes capacity-building, skill development, and the nurturing of future industry talent.
- **Financing & Investment Operators**: A crucial area showcasing various financial institutions, venture capitalists, and strategic partners committed to funding innovative gaming ventures. It highlights opportunities for startups and established companies to secure capital and forge strategic alliances vital for growth.
- **E-sports & Competitive Gaming**: Focused on the rapidly expanding e-sports scene, this zone highlights initiatives, tournaments, and community-building activities aimed at positioning Morocco as a key player in the global e-sports arena. It underscores the sector's potential for youth engagement and international recognition.
- **Infrastructure & Technology Providers**: This space features cutting-edge technological solutions essential to the industry's infrastructure, including state-of-the-art equipment, fiber optic networks, mobile connectivity, data centers, and cloud computing services. It underscores the technological backbone that supports the entire gaming ecosystem.

Designed to be dynamic and highly interactive, the platform offers visitors an immersive and educational journey through the entire gaming value chain. Through engaging displays, live demonstrations, and interactive panels, visitors gain a comprehensive understanding of Morocco's strengths, innovative potential, and strategic vision for the industry.

Ultimately, this platform not only highlights Morocco's current achievements but also illuminates its vast potential as a regional leader in gaming, both within Africa and on the global stage. It serves as a catalyst for fostering collaboration, inspiring innovation, and attracting investment to propel the Moroccan gaming industry into its next phase of growth and international prominence.



EXCHANGE AND COOPERATION PLATFORM

The Exchange and Cooperation Platform is meticulously designed to meet the specific needs of professionals and organizations operating within the vibrant gaming industry. Situated within a modern, state-of-the-art environment equipped with the latest amenities, it provides an ideal setting to foster meaningful dialogue, stimulate collaboration, and unlock new business opportunities among key industry players. This dedicated space acts as a catalyst for growth, innovation, and strategic development within Morocco's gaming ecosystem.

Built with dedicated infrastructure and thoughtfully optimized spaces, the platform enables the seamless organization of targeted B2B meetings, strategic discussions, and project presentations. Whether showcasing cutting-edge innovations, exploring potential investment opportunities, or nurturing long-term partnerships, it functions as a professional hub where development studios, publishers, investors, technology providers, and other stakeholders can connect under optimal conditions. The design ensures that interactions are efficient, purposeful, and conducive to productive exchanges.

Thanks to its carefully structured layout and comprehensive suite of professional services, the Exchange and Cooperation Platform simplifies appointment scheduling, facilitates the exchange of ideas, and promotes the formation of strategic alliances vital for the sector's expansion. Every aspect of the environment is crafted to maximize interaction and efficiency, allowing participants to concentrate on content, strategy, and opportunities that can propel their projects forward.

Ultimately, the Exchange and Cooperation Platform plays a pivotal role in energizing Morocco's gaming industry. It not only strengthens communication and collaboration among professionals but also accelerates the realization of tangible projects and sparks new synergies. This strategic space transforms innovative ideas into concrete collaborations, making it a cornerstone for the future success and international positioning of Morocco's gaming ecosystem. It is a dynamic environment where today's visions are cultivated into tomorrow's partnerships and industry breakthroughs.



E-SPORTS TOURNAMENTS PLATFORM

The Esports Tournaments Platform at the Morocco Gaming Expo 2025 is the beating heart of competitive gaming, where passion, performance, and professional play converge on an electrifying stage. Designed as a high-energy environment celebrating the rise of esports, this platform brings together elite players, emerging talents, teams, fans, and industry stakeholders in a spectacular display of skill, strategy, and showmanship.

Set within a state-of-the-art arena equipped with advanced broadcasting capabilities, immersive spectator experiences, and top-tier technical infrastructure, the platform hosts a diverse lineup of national and international tournaments across some of the world's most popular titles.

Key features of the platform include:

- Professional Tournaments featuring top-tier players and teams from Morocco and beyond, competing for prestige, rankings, and prize pools.
- International Showmatches spotlighting cross-border rivalries and fostering esports diplomacy.
- Emerging Talent Competitions, giving rising stars and student teams a chance to shine on a professional stage.
- Open Community Tournaments, allowing casual gamers and enthusiasts to participate and experience the thrill of esports.
- Live Commentary & Analysis, with professional casters and analysts delivering expert insights and real-time reactions.
- Live Streaming & Broadcasts, expanding the reach of the platform to global audiences through online streaming and social media integration.

Beyond the competition, the Esports Tournaments Platform also serves as a meeting point for dialogue and development, with dedicated spaces for workshops, coaching clinics, networking with esports organizations, and panels on topics like career opportunities, team management, sponsorship, and mental performance.

This dynamic and inclusive platform not only celebrates the vibrant culture of competitive gaming but also plays a strategic role in developing Morocco's esports ecosystem. By nurturing talent, building visibility, and encouraging professionalization, it helps position Morocco as a key player in the African and global esports arena.

From thrilling finals to unexpected underdog victories, the Esports Tournaments Platform is where legends are born, communities are united, and the future of esports in Morocco takes center stage.



CONFERENCES

PLATFORM

PROGRAM

CONFERENCE PROGRAM

P: Panel Conf: Conference MC: Master Class WS: Workshop

WEDNESDAY, 2 JULY 2025

TIME	TYPE	TOPIC	SPEAKERS
14:00-15:00	P1	The State of the Gaming Industry & Technology: Fireside Chat with Cevat Yerli & Youngmok Park	Cevat Yerli - Founder, CEO of TMRW Foundation Youngmok Park - CEO of Proxy Planet
15:00-16:00	P2	North America & Europe : Market maturity and the race for innovation	Carlos Guerrero – CEO of Obsidian Horizons William Rhys Dekle – Partner at Strategic Alternatives LLC Stefan Kreutzer – Head of Business Development for Behaviour Interactive Nicolas Vignolles – General Director of SELL Jorrel Batac (Moderator) – CEO of SXNGA (Scholastic Esports)
16:00-17:00	P3	Asia & Africa: Mobile gaming dominance and the esports boom	Hind Toufga – Business Developer at Dashy Studios Abdelaatif Sakkoum – General Manager at ESL FACEIT GROUP Sho Sato – CEO of LUDIMUS Inc. Nicholas Hall (Moderator) – CEO of Reforged Studios
17:00-18:00	P4	How Can Morocco's Strategy for Building a Gaming Industry Ecosystem Overcome Challenges?	Laurent Cluzel – Director of Campus Isart Digital Nice Julien Villedieu – CEO of Level Link Partners Youngmok Park – CEO of Proxy Planet Sam Cooke – Co-Founder of UNEVN, Cyberlabs Mehdi Benkirane (Moderator) - CEO of Zenith Pirates
18:00-19:00	Conf	How Yoshiki Okamoto created the best video games of Japan?	Yoshiki Okamoto – Director and Game Producer at OKAKICHI Florent Gorges – Author, translator, founder of Omaké Books

P: Panel Conf: Conference MC: Master Class WS: Workshop

THURSDAY, 3 JULY 2025

TIME	TYPE	TOPIC	SPEAKERS
10:00-11:00	P5	Education in Gaming: Building Sustainable Talent Pipelines	Ali Farha – Senior Technical Producer at Star Stable Entertainment Antti Laiho – Professor at Metropolia University (Finland) Stéphane Natkin – Professor Emiritus at CNAM Samha Choi (Moderator) – Managing Partner of Proxy Planet
11:00-12:00	P6	Bridging the Gap: Aligning Educational Programs with Gaming Industry Needs	Kyungsik Kim – Professor at Hoseo University Chris Hong – Partner at Proxy Planet Mehdi Benkirane – CEO of Zenith Pirates Steve Isaacs – Senior Manager at Epic Games Ranhee Lee (Moderator) – Partner and Professor at Proxy Planet
12:00-13:00	P7	Career Development in Gaming: Opportunities and Pathways	Yoshiaki Tsuboyama – Director and Lecturer at NASEF Japan & Sapporo International University Häll – Ex-Chairman, Advisor at IGDA Finland chair Kevin Hoang – Venture Partner for T1 Ali Farha (Moderator) – Senior Technical Producer at Star Stable Entertainment
14:00-14:50	MC1	Building Games with AI: A Tiny Dev's Secret Weapon	TaeHoon Oh – CEO of GigaQuests
14:50-15:40	MC2	Advanced Game Mechanics and Systems Design	Carlos Guerrero – CEO of Obsidian Horizons
15:40-16:30	MC3	Practical Game Art and Visual Development	Daniel Dociu – AD Ncosft
16:30-17:20	MC4	Developing games in Africa: Challenges and Considerations	Nicholas Hall – CEO of Reforged Studios
17:20-18:10	MC5	Dynamic Audio in Gaming : Trends and Techniques	Cécile Le Prado – Composer and Associate Professor at CNAM
18:10-19:00	MC6	How to fully Generate a Mobile Prototype - Vibe Coding & Open Source Visual Asset Generation?	Davy Chadwick – CEO of Pop Screen Games

CONFERENCE PROGRAM

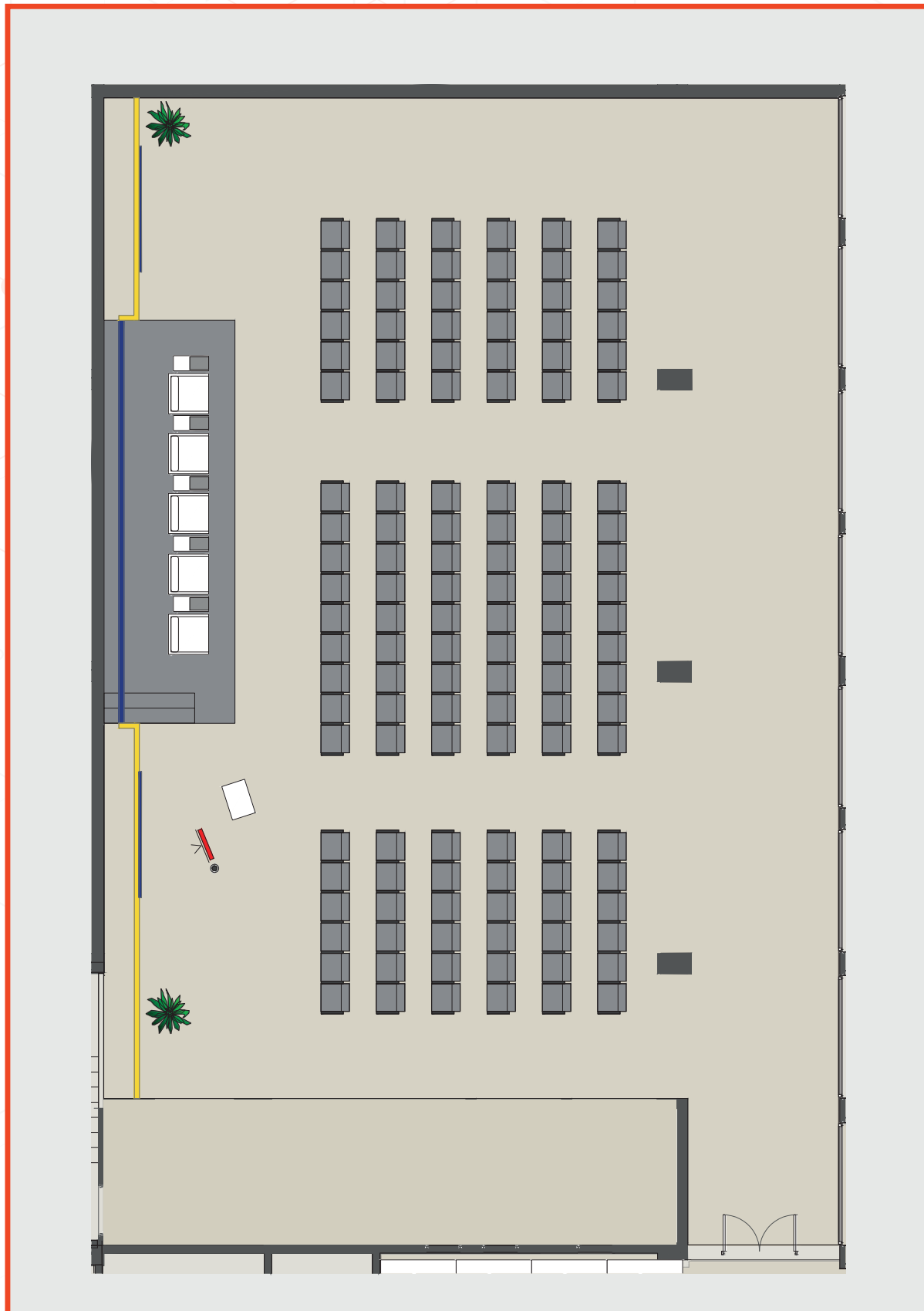
P: Panel Conf: Conference MC: Master Class WS: Workshop

FRIDAY, 4 JULY 2025			
TIME	TYPE	TOPIC	SPEAKERS
10:00-11:00	P8	Building Independent Publishing Capabilities	Markus Gerhard Wilding – Founder/Consultant at Beyond the Wall Consulting Rick Nahm – COO of GXC MinYoung Yang – CEO of HappyTuk, Taiwan Youngmok Park (Moderator) – CEO of Proxy Planet
11:00-12:00	P9	Publishing Challenges: Sharing International Experience	Adam Snook – Head of Business Development at Kwalee Rick Nahm – CEO of GXC Benjamin Anseume – CEO of TA Publishing Hind Toufga (Moderator) – Business Developer at Dashy Studios
12:00-12:30	MC7	Success Stories of NX3	Seongeun Kim – Marketing Team Lead at NX3games Hyojae Kim – Deputy CEO, PD of NX3games
12:30-13:00	MC8	Success Stories of Ankama Studios	Frédérique de Fondaumière – VP International Distribution & Publishing at Ankama studios
14:00-15:00	P10	The State of Esports Ecosystem	David Neichel – Senior Vice President for Public & International Affairs of EFG Bethany Pyles – Founder / Chief Executive Officer of Former Cloud9 + Galaxy Racer Désiré Koussawo – President of France Esport Othmane Guerrou (Moderator) – Managing Partner of Proxy Planet
15:00-16:00	P11	Esports in 2025: Key Trends Shaping the Industry	Ryan Kewley – PUBG Esports EMA team lead, esports veteran (KRAFTON) Sayo Okamoto – Founder, CEO of GAKU Jorrel Batac – CEO of SXNGA Yunseung Nam – CEO of OGN (the world's first game broadcasting systems) Mohamed Amine Laghrissi (Moderator) – Managing Partner of Proxy Planet
16:00-17:00	P12	The Future challenges in esports ecosystem	Ray K.W. Ng – Head of Global Esports, MOONTON GAME Guan Wang – President, Korea (Gen,G) Aiden Kong – Director of Sevenlinelabs Johanes Eldwin Pradipta – Game Producer MEA - Free Fire at Garena Mohamed Amine Laghrissi (Moderator) – Managing Partner of Proxy Planet
17:00-18:00	P13	How Can Africa's Strategy for Building an esport Ecosystem Overcome Challenges?	Hicham El Khelifi – President of FRMJE Kwesi Hayford – President of Ghana esports Association & the technical comity ACES Emmanuel Oyelakin – General Secretary of the African Confederation of Esport Soufiane El Filali (Moderator) – Director of Communications & Marketing at FRMJE & Executive Director at ACES

P: Panel Conf: Conference MC: Master Class WS: Workshop

SATURDAY, 5 JULY 2025			
TIME	TYPE	TOPIC	SPEAKERS
14:00-15:00	WS1	Building Better Worlds through Game Culturalization	Kate Edwards – CEO & Principal Consultant at Geogrify
15:00-16:00	WS2	Video game incubation and supporting ecosystem for indie game developers	Sho Sato – CEO of LUDIMUS Inc.
16:00-17:00	WS3	University Education for Practical Skills of Game Development	Jung Yeop Lee – Professor at SoonChunHyang University
17:00-18:00	WS4	How to Successfully build a game startup?	Danny Woo – CEO of GXC
18:00-19:00	Conf	How Japan became the 1# video game industry in the World?	Hisakazu HIRABAYASHI – Journalist, Game Analyst Florent Gorges – Author, translator, founder of Omaké Books

CONFERENCE ROOM



SPACE CAPACITY
120 SEATS



CONFERENCES ***PLATFORM***

MEET THE SPEAKERS

SPEAKERS



MARC ALBINET

CREATIVE DIRECTOR AT STUDIO DAREWISE

M. Marc Albinet is a seasoned creative leader in the games industry, known for shaping ambitious, system-driven & awarded winning experiences across PC and console platforms. As Game Director on titles like Assassin's Creed Unity or Dying Light 2, and as former Bandai Namco Production Director he has overseen large international teams and navigated the complexities of AAA development with a strong focus on player experience.

Beyond production, Marc has contributed to Ubisoft's editorial strategy and trained designers worldwide in rational design methods. His work blends storytelling, world-building, and gameplay innovation in service of immersive, evolving game worlds.



BENJAMIN ANSEAUME

CEO OF TA PUBLISHING

Benjamin Anseaume is a French video game developer and entrepreneur with a passion for the gaming industry. In 2010, he founded Sushee, a Lannion-based studio that developed indie games such as Goetia and Fear Effect Sedna, published by Square Enix. Despite critical recognition for Goetia, Sushee faced commercial challenges and closed its doors in 2018. Undeterred, Anseaume launched TA Publishing later that year, a production company focused on supporting independent studios and remaking classic titles. Part of the Forever Entertainment group, he has since contributed to projects like Panzer Dragoon: Remake and The House of the Dead: Remake and acted as a game director on games such as Care Bears: To the Rescue and Magical Drop 6.

SPEAKERS



JORREL BATAC

CEO OF SXNGA (SCHOLASTIC ESPORTS)

Jorrel Batac is the founder and principal consultant of SXNGA – a creative and strategic agency serving entrepreneurs, startups, nonprofits, government institutions, and educational organizations with an emphasis on cultivating global community.

In his most recent role, Jorrel formally served as the Chief Operating Officer (COO) for the Network of Academic & Scholastic Esports Federations (NASEF) and the United States Esports Federation (USEF.GG) leading the development of education and esports ecosystems around the globe.

With a background in human development (BA) and career technical education (CTE), Jorrel has held a variety of leadership roles designing STEAM & game-based learning programs, facilitating international trainings, conferences, & communities of practice, and developing globally recognized organizations that promote educational and competition pathways through gaming & esports.



MEHDI BENKIRANE

CEO OF ZENITH PIRATES

Mehdi Benkirane's career started in music as a sound engineer in Scotland, Australia, and then Austria and evolved into video games through academia in 2009 at the SAE group as Group Academic Director supervising thesis researches for undergraduate students across The Netherlands, Belgium, Switzerland, and France followed by industry relations across the European operations.

10 years later, Mehdi joined Remote Control Productions as Business Development Manager representing the interests of 12 studios across Europe bring them RFPs and publishing agreements/Development funding. In early 2021, he took on business development at i3D.net, a game hosting company part of the Ubisoft group serving as Vice President until March 2025.

Since fall 2024, Mehdi has been heading his business and strategy consultancy Zenith Pirates as CEO representing clients such as Modulate and Gate21 (a THQ Nordic Studio), as well as advising studios such as Harakka Studios in Finland.

Additionally, Mehdi serves as Chief Business Officer at GIN (Games Industry Network), a disruptive game industry centric professional social network.

SPEAKERS



DAVY CHADWICK

CEO OF POP SCREEN GAMES

Davy Chadwick has been deeply involved in the gaming industry for over two decades, with expertise spanning development, publishing, and large-scale team management. He has led operations at major companies such as EA, Ubisoft, and gumi, before co-founding and scaling his own studio, PopScreen Games. Throughout his journey, he has built and guided teams that drive innovation in mobile gaming, with a focus on creating compelling midcore and core experiences for global audiences.

As an entrepreneur and industry leader, Davy Chadwick has built teams and projects from the ground up, both locally and internationally, scaling operations across multiple regions. Whether as a founder or an executive at leading gaming companies, he has led cross-functional teams, driven strategic growth, and brought impactful products to market.

Today, Davy Chadwick is harnessing the full potential of Generative AI to transform game production. Through hands-on keynotes and collaborative industry partnerships, he helps studios integrate AI-powered workflows that unlock creativity, accelerate development, and push the boundaries of interactive experiences.



SAMHA CHOI

MANAGING PARTNER OF PROXY PLANET

Samha Choi is a Ph.D. holder in Game Engineering and a prominent figure in the gaming and esports industries. He currently serves as the Vice President, Co-founder, and Managing Partner of ProxyPlanet Co. Ltd., and is the Korea Representative for the North America Scholastic Esports Federation (NASEF).

He also holds the position of Vice Chairman at the International Society for Esports Studies (ISES). Dr. Choi contributes to various national initiatives, including as a Member of the Class Reclassification Committee at the Game Rating and Administration Committee, and as a Game Culture Forum Member at the Korea Creative Content Agency. He plays a strategic role in regional esports infrastructure as a Steering Committee Member for the Chungnam Province Esports Stadium, and acts as an Executive Advisor to the Gen.G-ELITE Esports Academy.

Previously, he was an Assistant Professor and General Manager of the Metaverse School at Soongsil University, and served as a Professor of Game Design at Sogang University's Game Education Center. His leadership extended to the Gyeonggi Esports Exclusive Stadium as Vice Chairman of the Steering Committee, and internationally as Director of the Hero Engine Education Center at IDEA Fabrik (UK). He also co-founded Thirteenth Floor Corp., where he was Chief Operating Officer, and worked as a Senior Advisor for UNITS Co. Ltd.

SPEAKERS



LAURENT CLUZEL

DIRECTOR OF CAMPUS ISART DIGITAL NICE

A video game industry professional since 1989, Laurent Cluzel has worked for about ten companies, ranging from startups to major international corporations such as Ubisoft, Sony, and Namco. Over the past 35 years, he has taken on roles as a writer, employee, and entrepreneur, working in France, Japan, and Morocco. Throughout his career, he has worn many hats—graphic artist, game designer, level designer, art director, and eventually creative director—contributing to around thirty projects across a dozen different computers and consoles.

His experience also includes two 3D animated film projects, during which he had the privilege of collaborating with renowned artist Yoshitaka Amano and acclaimed director Rintaro. In 2008, he played a key role in launching Ubisoft's Casablanca campus. A decade later, he transitioned into higher education and is now the Associate Director of the ISART Digital campus in Nice, while continuing to work as a consultant for the video game industry.



SAM COOKE

CO-FOUNDER OF UNEVN, CYBERLABS

A prominent entrepreneur in gaming and esports since 2014, Sam has built a formidable international network over a decade and counting.

He co-founded, grew and led Esports Insider for nine years ahead of a successful exit in 2025. He's also a co-founder of Cyberlabs, focused on gamifying real estate, the CBDO at gaming solutions provider UNEVN, and an NED at Community Care Gaming. Sam has advised on a number of operators in and around the gaming sector including 3D Aim Trainer (successful exit), Skybox and Rewired VC.

Alongside the above, Sam is a director at GSE Group which includes the agency Playmakers and media and events entity The Insights Group, both of which launched in early 2025.

SPEAKERS



FRÉDÉRIQUE DE FONDAUMIÈRE
VP INTERNATIONAL DISTRIBUTION &
PUBLISHING AT ANKAMA STUDIOS

Frédérique de Fondaumière joined the management team of Ankama in 2022 to support the growth of its gaming IPs and to accelerate Ankama's international recognition.

She has an extensive professional experience in marketing, sales, and subsidiary management roles within the gaming and video sectors, working for both French and international companies. She previously headed the French office of Activision Blizzard.



WILLIAM RHYS DEKLE
PARTNER AT STRATEGIC ALTERNATIVES LLC

William Rhys Dekle has been in the video game industry for over twenty years. For the past decade, he has been a Partner at Strategic Alternatives, an acquisition focused strategy consulting and advisory firm in the game industry. The firm advises the CEOs of over 40 development studio clients around the world in strategy, equity & project finance, and M&A.

Over the past three years he has sold six studios such as Netflix, Annapurna, Keywords, and Devolver. He previously ran business development for Microsoft Xbox leading their global content search for platforms including Xbox 360 and Xbox One. He was the original architect of ID@Xbox, the self-publishing platform for Xbox. He has been involved in numerous IP acquisitions for Xbox and was the lead in several studio acquisitions. Previously he ran a \$150M retail game business with P&L responsibilities for Hollywood Entertainment. Before the game industry, he worked for McKinsey and Goldman Sachs as well as a startup in Japan. He has a BA from Yale University and an MBA in Finance from The Wharton School.

SPEAKERS



DANIEL DOCIU
AD NCSoft

Daniel Dociu is an award-winning sci-fi and fantasy artist with 33 years of experience in the interactive entertainment industry. Born and educated in Romania, he earned a Master's Degree in Industrial Design.

He has lived in the USA since 1990, where he has functioned in senior creative leadership roles for prominent publishers and developers: NCsoft/ Ncsoft West, Amazon Game Studios, ArenaNet, Electronic Arts, Squaresoft, Microsoft, One More Game, Zipper Interactive etc. Daniel is also a prolific IP development consultant and freelance artist with notable contributions to numerous publications, advertising campaigns, films, and educational speaking engagements worldwide.



KATE EDWARDS
CEO & PRINCIPAL CONSULTANT AT GEOGRIFY

Kate Edwards is an award-winning 30+ year veteran of the game industry, and the CEO and principal consultant of Geogrify, a consultancy which innovated content culturalization in games, as well as the CXO and Co-Founder of SetJetters, a film tourism app. She is also the former Executive Director of the International Game Developers Association (IGDA) and the Global Game Jam.

In addition to serving in several board and advisory roles, she is a geographer, writer, and corporate strategist. In 2021, she was included in the Forbes' Women 50 Over 50» Vision List and was also inducted into the Women in Games Hall of Fame.

SPEAKERS



SOUFIANE EL FILALI

DIRECTOR OF COMMUNICATIONS & MARKETING
AT FRMJE & EXECUTIVE DIRECTOR AT ACES

Soufiane EL FILALI, Marketing and Communication Director, Spokesperson of the Royal Moroccan Federation of Electronic Games (FRMJE), and Executive Director of the African Confederation of Esports.

With 15 years of experience in sponsorship and sports marketing, I've dedicated my career to building bridges between brands and the world of sports and esports.

My motto: Working in your passion should always be a vocation.



HICHAM EL KHLIFI

PRESIDENT OF FRMJE

President of the Royal Moroccan Federation of Electronic Games (FRMJE)

President of the African Confederation of Electronic Sports (ACES)

Vice President of the International Esports Federation (IESF)

Co-founder & CEO of RADIOMARS

President of the Interprofessional Center for Media Audience Measurement (CIRAD)

Vice President of the National Association of Media and Publishers (ANME)

SPEAKERS



ALI FARHA

SENIOR TECHNICAL PRODUCER AT STAR STABLE
ENTERTAINMENT

Ali Farha Senior Producer at Star Stable, the world's leading MMO game for girls with a passionate global community. Board member at Future Game and The Game Assembly, contributing strategic guidance to shape gaming education and industry standards. Currently serving as Head of Game Producer education at Future Games Warsaw, where I develop the next generation of game production talent. I also provide advisory to multiple companies in the gaming sector, leveraging my industry experience to help teams achieve their development and business goals.



FLORENT GORGES

AUTHOR, TRANSLATOR, FOUNDER OF OMAKÉ
BOOKS

Florent Gorges is a video game historian, specialized in the history of Japanese video games. Translated into several languages, he has written more than a dozen titles on the subject.

He is currently working on the Odyssée Video Game Museum project, located near Paris, France, which is expected to become the largest video game museum in the world.

Also a French-Japanese translator and interpreter, he regularly accompanies Japanese figures from the gaming world.

SPEAKERS



CORRIE GREEN

SENIOR DEVELOPER ADVOCATE AT UNITY

Corrie is a Senior Developer Advocate at Unity Technologies from Scotland. With a PhD specializing in Virtual Reality interaction and optimization, they bring research and development expertise to real-world game design. As a cross-platform indie developer, they have contributed to over 18 game titles, including several shipped projects. Driven to empower creators, they are excited to support your development journey — whether you're just getting started with the Unity game engine or tackling technical design challenges.



CARLOS GUERRERO

CEO OF OBSIDIAN HORIZONS

Carlos Guerrero is a gaming executive with 27+ years in the games industry, driving revenue growth and team performance through strategic leadership and innovation. Carlos has extensive experience leading development teams at major companies like Blizzard and Zenimax, managing live services, coordinating studio operations and delivering high quality game experiences for global player bases.

SPEAKERS



OTHMANE GUERROU

MANAGING PARTNER OF PROXY PLANET



NICHOLAS HALL

CEO OF REFORGED STUDIOS

Nicholas Hall is the Commercial Manager at Reforged Studios, a global collective of independent game development studios. Based in Cape Town, South Africa, Nicholas plays a pivotal role in building sustainable creative businesses across emerging markets.

He is the Co-Founder of Africa Games Week, the continent's largest B2B event dedicated to game development, and serves as the Chair of Interactive Entertainment South Africa (IESA), the official trade body representing South African game developers.

Nicholas works closely with government and international organizations to shape policy and regulatory frameworks that support the growth of the interactive entertainment sector. His contributions to the industry have earned him international recognition, including being accepted as a full member of BAFTA for his work in advancing game development both locally and globally.

SPEAKERS



HÅLL

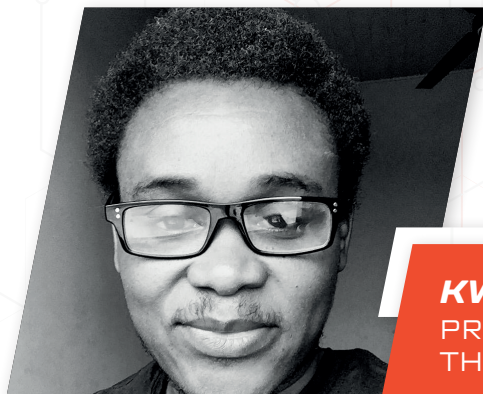
EX-CHAIRMAN, ADVISOR AT IGDA FINLAND CHAIR

Håll Started in photography and the theatre/film and moved into the game industry a decade ago. Skillwise a background in physical (pen & paper, board games) media that I've brought over to the video game side. Currently I teach game design at a local university and am the head of operations at our current studio. Before this I had my own studio where we made games for long term patients at children's hospitals.

A strong believer in paving the way for those who come after you. Having received mentoring and help with my own career, it would be not only selfish not to do the same to others, but also detrimental to the industry.

Thus I've highlighted non-profit orgs, universities, in-game guilds, volunteering, mentoring and many other tools we have to bring in fresh talent.

Having been with IGDA Finland for over a decade now. We've pushed for more and more pathways to get fresh talent into the industry. As the Chair I focused a lot on students and how to immerse them into the industry from the very beginning. We've worked hard on making sure our events are more welcoming to newcomers and students. We also started the IGDA Finland Grant-program to specifically support devs/teams who are making their very first, commercial games.



KWESI HAYFORD

PRESIDENT OF GHANA ESPORTS ASSOCIATION & THE TECHNICAL COMITY ACES

Kwesi Hayford is an Esports Evangelist, Creative Designer, and a Digital Media enthusiast with a passion for the youth culture, technology and education. He inspires and empowers young people to create opportunities for themselves in digital media for the socio-economic growth for Africa.

Currently creating synergy, developing collaborations of Esports with all stakeholders both Ghana and internationally with the Ghana Esports Association which focuses on grassroots participation and content creation. Kwesi Hayford has been very instrumental in organizing Esports events and helping professional gaming communities develop.

He is also founding member of the Africa Esports Championship. The dream to connect Africa with a Championship tournament with 20 countries. He is also the founding member of Esports Federation of Africa (ESFA) Kiddie Esports is one of Kwesi's initiative to help kids develop a growing interest in Esports and build a correct pathway via Education, Empowerment, Robotics, Drone Training and Exposure. "I seek to look for innovations that will propel growth, business and career ventures for the youth where Esports is a vital tool in creating social and economic opportunities for ALL" -K. Hayford.

SPEAKERS



HISAKAZU HIRABAYASHI

JOURNALIST, GAME ANALYST

Born in 1962 in Kanagawa Prefecture, Japan, he graduated from Aoyama Gakuin University. In the mid-1980s, he founded one of Japan's first magazines dedicated to video games. He later established Interact Inc., a consulting firm specializing in the gaming industry.

Today, he remains highly active as an analyst, journalist, and consultant within the Japanese video game industry, and has authored countless influential books and articles that are considered key references in the field.

In 2012, he founded the company Help Button, which provides businesses with gamification strategies. He also serves as the director of the Japanese Foundation for the Promotion of Gaming Culture, making him one of the most prominent figures in Japan's video game industry and culture.



KEVIN HOANG

VENTURE PARTNER FOR T1

Kevin Hoang is the CEO of Dreamlink Global, a cultural infrastructure company producing cultural festivals across emerging markets and represents the world's most influential creators. He's also the founder of Arclight Society, a nonprofit building programs for youth programs through gaming, esports, and creator experiences. A veteran of Twitch and VShojo, Kevin has scaled digital communities across Asia and the U.S., pioneering the college esports movement globally.

SPEAKERS



CHRIS HONG

PARTNER AT PROXY PLANET

Chris Hong is a seasoned game developer and entrepreneur with 30 years of experience. His journey in game development commenced in 1995 as a server and backend programmer, leading to the successful launch of 12+ PC/console real-time multiplayer online games and 10+ mobile games.

Throughout his career, he assumed pivotal roles such as tech lead, tech director, and production director at renowned companies, including Ubisoft, Metacore, Neowiz, Smilegate, and more. Over 15 years, he established and effectively managed three game companies as a CEO, honing a unique ability to balance technical expertise with a keen understanding of the business landscape.

His expertise spans all facets of the game industry, encompassing development, live service, business foundation and management, finance, investment, and valuable overseas experience. With a notable tenure of over 12 years as a professor and lecturer at universities and polytechnics, Chris has delivered numerous presentations and speeches at academic institutions and events.

Chris has recently embarked on a new venture, founding the studio CosmoUniverse» in Helsinki, Finland. This studio specializes in providing consulting, design, and development for backend / real-time multiplayer and live service tech.



STEVE ISAACS

SENIOR MANAGER AT EPIC GAMES

Steve Isaacs is the Senior Manager of Programs and Partnerships at Epic Games. His mission in this role is to support organizations and educators in the adoption of Epic tools in the secondary classroom in order to support students in preparing for careers in emerging technology. Prior to his role at Epic, Steve was a public school teacher for 28 years, teaching game design and development as well as other courses related to creative uses of technology.

Steve enjoys spending time with family and friends. His hobbies include video games, biking, snorkeling, hiking and live music.

SPEAKERS



RYAN KEWLEY

PUBG ESPORTS EMA TEAM LEAD, ESPORTS VETERAN (KRAFTON)

Ryan Kewley is a Senior Esports Marketing Manager at KRAFTON Inc., where for the past six years he has guided esports content, communications, and paid marketing strategies for PUBG : BATTLEGROUNDS across EMEA and, more recently, the Americas region.

Ryan has worked in competitive gaming for more than 11 years, including time at Blizzard Entertainment. He has contributed to the growth of esports programs across a variety of game franchises, scaling from community-targeted grassroots events up to world-renowned global productions.



KYUNGSIK KIM

PROFESSOR AT HOSEO UNIVERSITY

KyungSik Kim is a Professor of Dept. of Game Software Development in Hoseo University. He is also an honorary chairperson of Korea Game Society. He got his degree of bachelor, master, and Ph.D. in the department of computer engineering in Seoul National University in Korea in 1982, 1984, 1990 respectively.

He has been devoted to improve academic activity as well as to educate professional game developers since he established and started department of game engineering in Hoseo in 1997 which was the first one in the universities in Korea.

Prof. Kim is known to be devoted himself into serious games especially for the elderly. His team has developed 'Paldogansan1, 2 and 3' which are walking games for the elderly.

SPEAKERS



HYOJAE KIM

DEPUTY CEO, PD OF NX3GAMES

Hyojae Kim has 17 years of experience in the game industry, having worked with companies such as NX3Games and NCSOFT.

As an Executive Producer, he led the development of ROHAN M and LORDNINE.

LORDNINE achieved #1 sales ranking in Korea, while ROHAN M reached #2.

His accomplishments have been recognized with several awards, including the Korea Game Awards 2024 and the SensorTower APAC Awards 2024.



SEONGEUN KIM

MARKETING TEAM LEAD AT NX3GAMES

Seongeun Kim is a Project Manager at NX3Games, with around two years of experience in the game industry.

She is currently supporting the development of LORDNINE by coordinating tasks across teams and contributing to the delivery of a high-quality game experience.

SPEAKERS



AIDEN KONG

DIRECTOR OF SEVENLINELABS

Aiden Kong is currently leading Business Development at Miracle Play, a company at the forefront of AI-driven competitive gaming experiences. With a deep-rooted passion for sports and esports since childhood, Aiden pursued a degree in Sports Industry Studies at Yonsei University.

Since 2021, he has spent approximately four years working in the blockchain space and at WWD Korea, focusing on planning and digital strategy. In 2024, he joined Miracle Play, where he continues to bridge innovation and gaming through strategic development initiatives.



DÉSIRÉ KOUSSAWO

PRESIDENT OF FRANCE ESPORT

With over 20 years of experience in the IT, entertainment, and esports industries, Désiré Koussawo is a public figure recognized not only within the gaming community but also by public authorities and industry professionals beyond the boundaries of esports.

Formerly the Managing Director of ESL Gaming France, the French branch of the world's largest esports company, he is also the co-founder and Honorary President of the FuturoLAN Association, which organizes the Gamers Assembly—the largest LAN-party in France.

Currently serving as President of the France Esports association, Désiré is deeply committed to the development and structuring of the esports ecosystem, working closely with public authorities at local, regional, national, and international levels.

Since 2019, he has also been actively involved in the growth and structuring of esports across the African continent, notably through his company, SAGES Africa.

SPEAKERS



STEFAN KREUTZER

HEAD OF BUSINESS DEVELOPMENT FOR
BEHAVIOUR INTERACTIVE

Business Development executive with 20+years experience in the media & entertainment industry (video games, print, film, music) current task area includes sales of AAA full/co-development services for video games for PC/console and mobile, sourcing of external development services, licensing, and M&A; furthermore lecturer at game and film schools, and consultant for Business Development, IP, trans-media, licensing & video game studies. Previous career steps & positions: started in the music industry as a tour booker with epm entertainment, later moving on to indie tour promoter target concerts, working with artists such as Alice Cooper, Slash from Guns'n'Roses, Deep Purple, Porcupine Tree, Scooter, UB40, Eminem, Lil Kim, P. Diddy, PMD, Cypress Hill, Heather Nova a.o., later as agent for German Rap star Sido and all Aggro Berlin label artists, K.I.Z., Culcha Candela, a.o. at piranha media's event department.

After a sabbatical earning a Master's Degree in Contemporary History and writing a book on the German political strategy in the Near East during WWI, returned to piranha media to head the Film & Games department as editor-in-chief and project lead of Burger King's customer magazine KING bringing it to its most profitable years, working with all major & indie film & games studios operating in Germany. Switched to the games industry, working at remote control as its Director of Business Development, a.o. responsible for the releases of Ostwind/Windstorm, Ostwind/ Windstorm 2 – Ari's Arrival, Das Boot VR Escape, Das Boot VR Demise, Pretzelland, WDR's Meet the Miner and defining its IP strategy, i.e. through a licensing partnership with Hollywood legend Michael Bay. Joined Canada's largest independent developer and publisher Behaviour Interactive as Head of Business Development for Europe in 2020.



MOHAMED AMINE LAGHRISSI

MANAGING PARTNER OF PROXY PLANET

SPEAKERS



ANTTI LAIHO

PROFESSOR AT METROPOLIA UNIVERSITY
[FINLAND]

Antti Laiho is the Head of Game Development Education at Metropolia University of Applied Sciences. He has over 10 years of entrepreneurial experience and nearly 20 years in the field of education, covering topics such as Media Technology, 3D graphics and animation, as well as Software and Game Development. Over the years, he has been involved in more than 500 diverse projects.

Currently, Antti focuses on training future game development engineers, with the belief that the core mission of an engineer is to make the world a better place. In his spare time, he designs board games that combine knowledge, fun, and excitement.



CÉCILE LE PRADO

COMPOSER AND ASSOCIATE PROFESSOR AT
CNAM

Cécile Le Prado is active in creation, teaching, and research . As a composer of electroacoustic music, she is particularly interested in the sonic space of the urban landscape and the active immersion of visitors in her installations. She is the author of numerous musical pieces and installations, as well as audiovisual compositions.

She has collaborated with INA-GRM (Musical Research Group of the National Audiovisual Institute), IRCAM (Institute for Research and Creation in Acoustics and Music), and CESARE (National Center for Musical Creation in Reims).

Cécile Le Prado was an associate lecturer at the CNAM (National Conservatory of Arts and Crafts) and head of the «Sound Design» specialization at the National School of Digital Games and Interactive Media (www.enjmin.fr). She was also responsible for sound-related teaching at the Cologne Games Lab at the Cologne University of Technology.

SPEAKERS



RANHEE LEE

PARTNER AND PROFESSOR AT PROXY PLANET

RanHee Lee is a Ph.D. holder in Engineering and is currently a professor of industry-academia cooperation at Seoul Media Technology Institute and a partner of Proxy Planet Co. Ltd. in Korea.

She has over 20 years of experience in the game industry and research, focusing on game development education, national R&D projects, and industry-academia cooperation. She has also built solid expertise in the field of education and training of future game developers.

RanHee served as a professor of game development at Sogang University's Game Education center for 15 years, where she taught game development and programming, developed curriculum for training game developers, and participated in various industry-academia cooperation game production projects.

Prior to teaching students at the university, she served as a project manager at Dongshin University's Digital Contents Collaboration Research Center, where she led major content development projects and international cooperation.

Earlier in her career, she worked as a researcher at the Electronics and Telecommunications Research Institute (ETRI), a government-funded research institute in the science and technology field, where she participated in several national 3D content projects and developed the real-time marker-free motion capture system "MIMIC."

Currently, Ranhee is serving as an evaluator for various national projects and is focusing on building an effective game developer education system and strengthening industry-academia cooperation.

SPEAKERS



JUNG YEOP LEE

PROFESSOR AT SOONCHUNHYANG UNIVERSITY

Jung Yeop Lee is a Game Design professor at Sunchonhyang University. He previously served as a Research Professor at Seoul National University.

A respected figure in the game industry, he currently acts as Jury Chairman for both the Busan Indie Connect Festival and the Korea Game Awards. He also contributes as a jury member for the Independent Games Festival (IGF) and the Game Connection Development Awards (GCDA).



AZAD LUSBARONIAN

DIRECTOR OF DEVELOPMENT AT ISART DIGITAL

With a background in the arts, Azad Lusbaronian began his career as a 3D artist for video games and animated films.

The various productions he worked on took him across Asia and Europe, where he led creative teams on several animated feature film projects and co-directed multiple episodes of a TV series for a company specializing in transmedia.

Drawing on this diverse experience, he chose to share his expertise with younger generations in France as a department head in higher education, and later in Canada, where he served as the director of ISART Digital's campus for five years.

Now serving as Director of Development for the ISART Digital group, he explores and fosters the synergies between art and technology in an ever-evolving academic and industrial landscape.

SPEAKERS



MUSTAPHA MAHRACH

CREATIVE DIRECTOR AT STUDIO ELLIPSIS

M. Mustapha Mahrach is a Game Creative Director with over 26 years of experience shaping some of the most iconic AAA open world games. Known for directing world and quest design on titles like Assassin's Creed Origins and Black Flag, his career bridges deep technical roots in electronics with a lifelong passion for art and game design. His passion for games began in Moroccan arcades, eventually owning an Atari 2600, a Megadrive, and a PC—at a time when gaming was often dismissed as a waste of time.

After years working on blockbuster productions at Ubisoft, and gaining insight from less conclusive experiences at Google Stadia and TiMi Montreal, Mustapha sought a new kind of creative challenge: building games in a more intimate, hands-on environment.

He now leads game creative direction at Ellipsis Studio, a FunPlus studio in Lisbon, where he guides the development of a cross-platform title with a small team of veterans and emerging talent. Shifting from large-scale production to a tightly connected team has brought him closer than ever to the heart of game creation.



RICK NAHM

COO OF GXC

Rick is co-founder and COO of GXC, the company behind G.Round, the global user testing and marketing platform that has leading game companies from Korea and Japan as clients, and Global Top Round, the renowned global indie accelerator. With vast experience from leading corporations such as Samsung, Naver and Electronic Arts, Rick is a 15 year veteran in the video games industry as an investor and consultant.

Rick helped raise over \$40 million for GXC and its 50+ portfolio companies from around the world and is now looking to help the Moroccan videogames ecosystem with the support of the Moroccan Government. GXC's collaborations with government agencies include South Korea, Malaysia, Australia, Malta, Germany, Sweden among others.

SPEAKERS



YUNSEUNG NAM

CEO OF OGN (THE WORLD'S FIRST GAME BROADCASTING SYSTEMS)

Yunseung Nam is the current CEO of OGN. He has built a strong career in the media and esports industries, beginning in 1997 as a producer at SBS (Seoul Broadcasting System).

In 2001, he continued his path as a producer at Channel [V] Korea. From 2005 to 2021, he served as Director of Production and Business at CJ ENM's Ongamenet (OGN). Since 2022, he has been leading OGN as its CEO. In addition to his executive role, he is also a committee member of the Korea Esports Fairness Committee.



STÉPHANE NATKIN

PROFESSOR EMERITUS AT CNAM

Stéphane Natkin is Emeritus Professor at the Conservatoire National des Arts et Métiers, and former director and creator of the Ecole Nationale des Jeux et Media Interactifs Numériques (www.enjmin.fr). He is a member of the Interactions pour Lire et Jouer (ILJ) research team at CEDRIC (<http://cedric.cnam.fr>). He is the founder and president of «La Compagnie des Martingales» (www.cdmartingales.fr), a video game production and consulting company.

He is the author of numerous scientific publications and is responsible for collaborative research projects on game design theory, serious games, video games and disabilities, interactive sound, etc.

He also acts as an expert and designer of games and transmedia products. He has been director of CEDRIC, the CNAM IT department, administrator at CNAM and Cap Digital competitiveness cluster of Paris.

Stéphane Natkin was also director of the Galerie Natkin-Berta, an art gallery presenting digital art installations, and founder of CESIR, an IT services company specializing in mission-critical systems. He is one of the producers and co-author of the book «Sol LeWitt Black Gouaches» and the author of the books «Les protocoles de sécurité de l'Internet» (DUNOD, 2002) «Jeux et Media au XXI siècle» (Vuibert 2004) and «Video Games: A Glimpse at New Digital Entertainment» (AK Peters, 2006).

SPEAKERS



DAVID NEICHEL

SENIOR VICE PRESIDENT FOR PUBLIC & INTERNATIONAL AFFAIRS OF EFG

Video games industry veteran with 15+ years at renowned companies such as Activision-Blizzard and Electronic Arts, David Neichel gained profound experience in esports joining ESL 8 years ago.

Currently serving as Senior Vice President for Public & International Affairs for ESL Faceit Group (EFG), David previously served as CEO of ESL Gaming, where he was instrumental in driving the company's vision and leading it to become the world champion and leading esports global organization.



RAY K.W. NG

HEAD OF GLOBAL ESPORTS, MOONTON GAMES

Ray K.W. Ng is the Head of Esports Ecosystem of MOONTON Games, responsible for the daily operations of the esports ecosystem. Ray focuses on facilitating the esports ecosystem for Mobile Legends: Bang Bang (MLBB) esports and establishing partnership tournaments globally.

Ray has over 10 years of experience in gaming and esports, covering league operations to global licensing. Prior to joining MOONTON Games, Ray also worked at other game publishers, as well as in esports teams and the public sector.

SPEAKERS



TAEHOON OH

CEO OF GIGAQUESTS

TaeHoon Oh is a veteran game developer with over 20 years of experience in AAA development, including 8 titles in the Call of Duty series. Now based in Los Angeles, he leads Gigaquests, an agile indie studio leveraging AI tools and workflows to develop commercial games with a small, dynamic team.



YOSHIKI OKAMOTO

DIRECTOR AND GAME PRODUCER AT OKAKICHI

Born in 1961 in Ehime, Japan, he is a game producer. In the early 1990s, he created a worldwide and unprecedented boom by producing the fighting game Street Fighter II. He went on to contribute to the creation of major hits such as the Resident Evil, Onimusha, and Monster Hunter series. Over the course of 20 years, he established himself as one of Japan's most renowned and talented creators/producers, both for arcade games and console titles.

In the field of smartphone applications, he was involved in the development of Monster Strike in 2013, which quickly became one of the best-selling games of all time in Japan on both the App Store and Google Play in 2014.

Today, the game is not only limited to Japan but has also expanded its service area to other Asian countries and parts of the world.

Looking to the future, Okamoto aims to take on new challenges and explore new genres, in order to help the industry continue its constant evolution.

SPEAKERS



SAYO OKAMOTO

FOUNDER, CEO OF GAKU

Sayo Okamoto graduated from a boarding school in Switzerland, and soon started getting involved in the world of Olympics. Working closely with the International Olympic Committee and steadily rising through the ranks, she also chairs the youth council at the Global Esports Federation, and has established a dependable, global network of contacts within the Olympic and sports industries. Sayo founded GAKU in 2022, aiming to create and establish a safe, inclusive, and healthy environment surrounding esports and other future technologies, whilst celebrating and inspiring the youth of today. GAKU organises popular workshops and bootcamps for people all over the world, was involved in the Olympic Esports Week, and has contracts with Japan Esports Union (JeSU) and SEGA among others.



EMMANUEL OYELAKIN

GENERAL SECRETARY OF THE AFRICAN
CONFEDERATION OF ESPORT

Emmanuel Oyelakin: Championing the Future of Digital Sports & Youth Empowerment Emmanuel is a leading force in shaping the future of digital sports and empowering African youth globally, drawing on a widely traveled international perspective. As Founder & CEO of UK-based HyperRealm Studios, he's pioneering immersive esports experiences.

Currently, he serves as Secretary General of the African Confederation of Electronic Sports (ACES) based in Casablanca, Morocco, is a member of the World Esports Consortium (WESCO) Presidential Council and sits on the Board of the Nigeria Esports Federation.

A sought-after voice and orchestrator of international initiatives, Emmanuel has spoken at prestigious events like the African Gaming Fest by inwi in Casablanca Morocco, the Next World Forum in Riyadh, Saudi Arabia, and the Business of Gaming (BOG) in South Africa. His collaborative work includes projects with the Japanese Embassy in Nigeria and Tottori Esports Association in Tokyo, and the French Embassy in Nigeria for the viral Legends Extraordinary Club Open (LECO). He previously served as Board Member and Vice President of the International Esports Federation (IESF) and founded LXG Esports and Esports Nigeria. With a strategic blend of business acumen and a passion for community, Emmanuel is dedicated to building purpose-driven experiences that connect, inspire, and drive growth in the digital frontier.

SPEAKERS



YOUNGMOK PARK

CEO OF PROXY PLANET

Youngmok Park is a distinguished executive and thought leader in the global gaming and technology industries. He currently leads Proxy Planet LLC and serves as an Adjunct Professor at Korea University's School of Business.

Over the course of more than 30 years, Park has held senior leadership roles that have shaped the gaming landscape. He served as CEO of Orangecrew, PTW Korea, and Crytek APAC, and held executive positions at Blizzard Entertainment, NCsoft, Naver, and Microsoft Korea. Throughout his career, he has played a key role in the global launch and success of landmark titles such as Age of Empires, World of Warcraft, StarCraft, Lineage 2, and Warface.

As a pioneer in game marketing and international expansion, Park has co-founded multiple ventures and remains a trusted advisor to institutions and governments across the globe. His advisory roles include the Ministries of Morocco and Uzbekistan, OP.GG, GTR (USA), and Sejong University. Through these roles, he continues to bridge academia, public policy, and private innovation, driving growth in the global games and esports ecosystem.



JOHANES ELWIN PRADIPTA

GAME PRODUCER MEA - FREE FIRE AT GARENA

Johanes Eldwin Pradipta is the current producer of Garena Free Fire for the Middle East and Africa region. Over his decade-long career with the company, he has gained extensive experience in game operations, monetization, and business development.

Under his leadership, Garena Free Fire has continued to strengthen its presence in the Middle East and Africa, becoming one of the most downloaded and played mobile games in the region. His expertise in mobile gaming and commitment to expanding the game's reach have established him as a key figure in the industry.

SPEAKERS



BETHANY PYLES

FOUNDER / CHIEF EXECUTIVE OFFICER OF
FORMER CLOUD9 + GALAXY RACER

Bethany Pyles resides in Los Angeles, California and serves as a consultant for SXNGA. She is the Founder and Co-Host of the Lurk Here podcast.

Previously, Bethany served as the Player Development Specialist for the United States Esports Federation. As the Program Director for Connected Camps and the Network of Scholastic Esports Federation, Bethany spearheaded the development of the virtual high school esports coaching program. With NASEF, Bethany co-authored and delivered training sessions for the Microsoft Esports Teacher Academy and the NASEF Coaching Academy rooted in developing social-emotional learning outcomes for esports athletes. As Coaching Director at Cloud9, Bethany played a pivotal role developing the transformative «Training Grounds» program that enabled athletes to grow and enhance their in-game knowledge and skills.



MOHAMED RABIA

CEO OF MOJATOON

M. Mohamed Rabia is a 25-year veteran of the video-game industry and the founder of Mojatoon (2023), a Montréal-based startup developing WAssistant, an innovative multi-agent AI platform designed to automate and accelerate audio workflows in game development. During 23 impactful years at Ubisoft Montréal, Mohamed worked on 14 game productions and multiple AAA titles, including award-winning games such as Far Cry Primal (NAVGTR Award for Outstanding Sound Effects), Rainbow Six Siege and Prince of Persia (AIAS sound-design nominee). He subsequently served as North America Audio Director at Tencent's TiMi G1 Studio, overseeing ambitious AAA projects and cutting-edge R&D in audio technologies.

Passionate about interactive music design, spatial audio, and AI-driven production, Mohamed frequently shares his expertise as a speaker at industry events, including the MGE 2024, McGill University in Montreal and Audio Days at Ubisoft Shanghai. He actively mentors the next generation of audio specialists, bridging communities between North America, Europe, and MENA regions.

Born in Morocco and based in Quebec since 2006, Mohamed is committed to championing diversity, accessibility, and ethical AI use in creative industries, continuously pushing the boundaries of what is possible through generative AI and technology-driven creativity.

SPEAKERS



ABDELATIF SAKKOUM

GENERAL MANAGER AT ESL FACEIT GROUP

Abdelatif Sakkoum is the General Manager of EFG DreamHack Sports. He previously served as Vice President of Finance at ESL Germany from 2019 to 2022. Prior to that, he was Finance Advisor - Chargé de Mission at Maroc Telecom in Rabat, Morocco from 2014 to 2019. From 2011 to 2014, he worked as Internal Audit Manager for Special Projects at Vivendi in France. Between 2001 and 2011, he held the position of Finance Manager at Vivendi Games and later at Activision-Blizzard.



SHO SATO

CEO OF LUDIMUS INC.

Sho Sato is the CEO at LUDiMUS Inc., leading specialists group of international expansion for games industries. He is the co-founder and Secretary General at iGi, the only game incubation program in Japan, and the advisor for So-Fu game accelerator by Ministry of Economy in Japan. From this year, he is the chairman of SIG Incubation under International Game Developers Association, a working group for more than 120 leaders from incubators and accelerators in 60 countries.

He is an invited speaker at various international events for game developers in more than 20 countries.

SPEAKERS



ADAM SNOOK

HEAD OF BUSINESS DEVELOPMENT AT KWALEE

For the last 18 months, he has been the Head of Business Development at Kwalee's rapidly growing PC Console division, scouring the world for the best indie titles.

He has worked directly in the industry for the past 5 years, first as a Licensing Manager for Games Workshop, then as a Game Scout Manager for Team17. Prior to that, he worked in tech, providing online services to some of the biggest names in gaming — from high-capacity networks to DDoS mitigation, online security services, and servers.



HIND TOUFGA

BUSINESS DEVELOPER AT DASHY STUDIOS

Hind Toufga is a professional in the gaming industry, beginning her journey in 2012 during the Facebook games era, where she specialized in product management, quality assurance, and localization. Over the years, her roles expanded into UI/UX, marketing, and production, gaining valuable experience across the EMEA region. Currently, Hind works independently as a consultant, collaborating with clients such as Dashy Studios, Nordic Game, and Northify QA Company, all based in Sweden. She actively supports diversity, inclusion, and corporate social responsibility as a Women in Games Ambassador. Beyond consultancy, Hind contributes as a jury member, mentor, and participant in angel investor communities focused on empowering female entrepreneurs. Committed to sustainability, she recently pursued specialized studies at IHM Business School, focusing on integrating circular economy principles into the gaming sector. Hind's experience and dedication enable her to effectively bridge communities and foster positive growth within the global gaming landscape.

SPEAKERS



YOSHIAKI TSUBOYAMA

DIRECTOR AND LECTURER AT NASEF JAPAN & SAPPORO INTERNATIONAL UNIVERSITY

Yoshiaki Tsuboyama Sapporo International University Faculty Member /NASEF JAPAN Scholastic Associate - After gaining experience in the field of education as a former Athletic Trainer and High School teacher (Physical Education), I began to focus on the potential of Esports in the field of education, and have since been promoting the spread and utilization of Esports in collaboration with schools and educational institutions throughout Japan. I am currently involved in research and education in the new field of sports, including scholastic Esports, at Sapporo International University, the first university in Japan to do so.

In the future, Esports will be used in schools in Japan, and not only the players, but also the environment surrounding Esports will change. Through collaboration with the international organizations for educational Esports, "NASEF" and "NASEF JAPAN", I am also contributing to educational exchange between Japan and the United States.



NICOLAS VIGNOLLES

GENERAL DIRECTOR OF SELL

Nicolas Vignolles, 44, is the General Delegate of the French NTA representing the major video game publishers (SELL) since August 2020 and Director of Paris Games Week, the largest French trade show dedicated to video games.

Graduate of Sciences-Po Grenoble and a Master 2 in public communication (CELSA/ La Sorbonne), he began his career as a parliamentary assistant to three French MPs, Jean-Marie Le Guen, Annick Le Loch and Jean-Jacques Urvoas.

In 2012, he became Parliamentary Advisor and then Deputy Chief of Staff to Fleur Pellerin, then Minister Delegate for Small and Medium-Sized Enterprises, Innovation and the Digital Economy (2012-2014), Secretary of State for Foreign Trade, the Promotion of Tourism and French Nationals Abroad (2014), and Minister of Culture (2014-2016). Nicolas Vignolles then held the position of Parliamentary Advisor to Myriam El Khomri, at the Ministry of Labour, Employment, Vocational Training and Social Dialogue.

In 2017, alongside Axel Dauchez, he participated in the launch of the participation and civic engagement start-up Make.org, as Director of Public Affairs and Communication. At the beginning of 2019, then Director of Public Affairs and Communication at France Digitale, he was again called to the ministerial cabinet and joined Cédric O, Secretary of State for Digital Affairs, as Chief of Staff and Parliamentary Advisor.

SPEAKERS



JULIEN VILLEDIEU

CEO OF LEVEL LINK PARTNERS

Julien Villedieu is a leading figure in the video game industry, with over 20 years of experience driving its structural development of the French ecosystem. As the long-time Executive Director and co-founder of the SNJV (French Video Game Trade Association), he played a central role in securing key industry advancements, including the creation and expansion of the Video Game Tax Credit, the establishment of regional clusters, and the launch of national funding programs supporting hundreds of games.

He also founded major industry events such as Game Camp France and the Pegases Awards, and helped position France as a top destination for video game production in Europe. In 2024, he launched Level Link Partners, a strategic advisory firm supporting game companies and public stakeholders in developing successful growth strategies and industry policies. He is actually driving the Video Game Incubator, a program launched by the Institut Français du Maroc and the Ministry of Youth, Culture and Communication of the Kingdom of Morocco in the context of the French and Morocco collaboration in video games.



GUAN WANG

PRESIDENT, KOREA [GEN,G]

Guan Wang is the president of Gen.G Global Academy - the education arm of Gen.G. He is charged with the mission to create transformative learning experiences for millions of students who will learn essential skills for the future through gaming and esports.

Prior to joining Gen.G, Guan was head of Business Unit Group Class at VIPKID, one of world's highest valued education technology startup. Guan joined VIPKID in 2016 to incubate new businesses and drive innovation, and went on to build a new product line for English and Math group classes. Under Guan's leadership, the business scaled rapidly and became the fastest growing tutoring service in China, attaining the highest retention/renewal rates in the industry.

Prior to joining VIPKID, Guan was an entrepreneur in ed-tech and product leader in online and education enterprises.

He was the founder and CEO of Seed - backed by Sinovation Ventures, and was selected as one of the top startups by ChinaBang Awards in 2015, and featured by Apple as best new app. Between 2011-2014, Guan was the global product lead for EF English Live, the world leading online platform for English learning for adults, powered by EF Education First. Guan holds a MS in Engineering from the Royal Institute of Technology, and has always worked in global, cross-cultural settings, and has lived in 5 countries. He speaks Chinese, English, and Swedish fluently.

SPEAKERS



MARKUS GERHARD WILDING

FOUNDER/CONSULTANT AT BEYOND THE WALL CONSULTING

Markus Wilding is an accomplished business, marketing, and communications professional with extensive experience gained from living and working in key global markets including New York City, San Francisco, London, and Munich. Expertise includes leadership roles in marketing and communications for renowned videogames publishers such as 2K, Rockstar Games, and Activision, as well as indie-focused companies like Private Division and remote-control productions. Proven ability to lead and manage marketing and communications teams ranging in size from two to 20 professionals across North America, EMEA, and Asia. Experience includes leading, directing, and managing directly global, international, and regional marketing and PR campaigns for both AAA entertainment franchises and independently developed titles.

In late 2024, I founded Beyond the Wall Consulting to help businesses navigate the ever-growing challenges of a dynamic and competitive landscape. With leadership experience spanning AAA publishers and companies active in the Indie market alike, I combine deep industry knowledge with a hands-on approach to drive meaningful results.

SPEAKERS



DANNY WOO

CEO OF GXC

Danny Woo Danny Woo is a CEO and Founder at GXC. He has 10+ years business experience in business strategy and development, and 10+ years startups investment experience from angel to VC investments.

As a business consultant and developer, he worked for Samsung SDS, NAVER and other small startups to help the businesses grow substantially. And he built his investment career at NHN Investment as a game fund manager, setting up the game fund(\$15 Million) and investing game startups in early stage, and at TAB the Momentum as an internet/mobile startup accelerator in Korea, initiating an angel fund and investing into many startups.

Danny founded GXC (Game X Companies), providing a GTR game accelerator program (pre-seed fund and business advice) and data insight through G.Round in order to solve problems plaguing the game industry. G.Round is a global gaming playtesting and marketing software that helps the successful launch of games by combining data collected through global user testing and AI analysis technologies during the game production to provide 'precise strikes insight' to find game improvement points and launch regions/users with a high probability of success.

Danny is now committed to establishing equilibrium within the gaming industry by seeking gaming companies with high potential and developing a global ecosystem that drives cooperation. By creating a balanced GXC ecosystem, this will ensure gaming startups for commercial success and sustainable futures.



MINYOUNG YANG

CEO OF HAPPYTUK, TAIWAN

After earning his college degree in 2003, he began his career at the globally renowned online MMORPG company, NCSOFT Corp., where he built a strong foundation in game publishing and international business. In 2005, he was appointed Senior Manager of the Overseas Publishing Team and relocated to the company's China R&D Center in Beijing, where he led key international expansion efforts during a pivotal time in the company's global growth.

From 2008 onward, he took charge of global publishing at NCSOFT Korea, overseeing the successful launches of major titles in markets including Russia, China, Taiwan, Thailand, the Philippines, Indonesia, and Japan. In 2010, he relocated to the NCSOFT Taiwan Branch, where he served as Chief Technology Officer and Head of Platform Business. There, he spearheaded numerous large-scale digital platform initiatives that significantly enhanced the company's regional presence.

In 2012, he founded HappyTuk Co., Ltd., which has since become one of the most successful and influential game companies in Taiwan. Under his leadership as Chairman and CEO, HappyTuk has grown into one of the most dominant and respected forces in Taiwan's gaming industry—going far beyond traditional publishing to offer

SPEAKERS

full-scale game operations, marketing solutions, and even in-house development. The company has successfully published and managed a wide range of popular titles such as LOSTARK(MMO), AVA(FPS), and La Tale(MMO), each demonstrating strong user engagement and commercial performance across multiple Asian markets.

HappyTuk continues to achieve significant annual growth and is now recognized as the game company with the largest portfolio of live services in Taiwan. Notably, he became the second Korean national to have a company listed on the Taipei Exchange (TPEX), marking a rare achievement in cross-border entrepreneurship.

Beyond Taiwan, HappyTuk has expanded its publishing operations into Japan and Korea. In Korea, the company owns Naddic Games, a game development studio known for creating Closers, a cartoon-style game built upon the world of Action RPG.

With over two decades of experience in game development, publishing, and platform innovation, he remains committed to driving creativity, technological excellence, and global reach in the gaming industry.



CEVAT YERLI

FOUNDER, CEO OF TMRW FOUNDATION

Cevat Yerli, the former founding CEO of Crytek GMBH, revolutionized the real-time 3D and gaming industry, launched critically acclaimed blockbuster IPs that have been played by hundreds of millions of people.

He pioneered modern 3D real-time graphics and now is developing foundational technologies, transforming the Internet into 3D, and working to save bananas from extinction.

Cevat created his first computer game at age 12 from his childhood bedroom. At 19, he founded Crytek and launched many critically acclaimed titles such as Far Cry, the Crysis Series, Ryse: Son of Rome, Warface, and Hunt. These titles won hundreds of awards and generated over \$5 billion in consumer spending, cementing Cevat's reputation as a digital pioneer who revolutionized game creation. His CryEngine Platform, released in 2000, became a disruptive blueprint for modern 3D engines, fundamentally changing the development trajectory of a now \$200 billion industry.

Cevat is now focusing on blue ocean, foundational technologies and is also dedicated to combating the existential threat of fusarium fungus to bananas. He leads The TMRW Foundation as its Chairman & CEO, driven by a vision inspired by his three children to create a better world. He has invented and manages over 500 patents on a mission to develop a humancentric Internet -Internet of LifeTM- which aims to unlock the unlimited potential of human communication and togetherness. This \$20+ trillion opportunity involves upgrading the entire internet into 3D, powered by the new social 3D internet engine platform RealityOSTM With his low-key impact investments under TMRW Impact, he focuses on saving bananas from an extinction-level event and curing various types of illnesses, with promising initial results. Cevat believes that the next generation will see the entire planet as a world of gamers immersed in an artificially intelligent reality.

To harness our full human potential, our main way of interacting with our world must be humanized and fun, serving to bring people together and contribute to a better society. Cevat consults with the following board members of The TMRW Foundation: Dr. Josef Ackermann (Former CEO & Chairman of Deutsche Bank), Enda Kenny (Former Irish Prime Minister), Prof. Reimund Neugebauer (President I.R. of the Fraunhofer Society), Michael Warren (Former Advisor to President Barack Obama), Song K Jung (Global Chair IP at Bryan Cave Leighton Paisner Law) and Chris Thomas (Former Group Managing Director at McKinsey for Global IOT and former GM at Intel China).

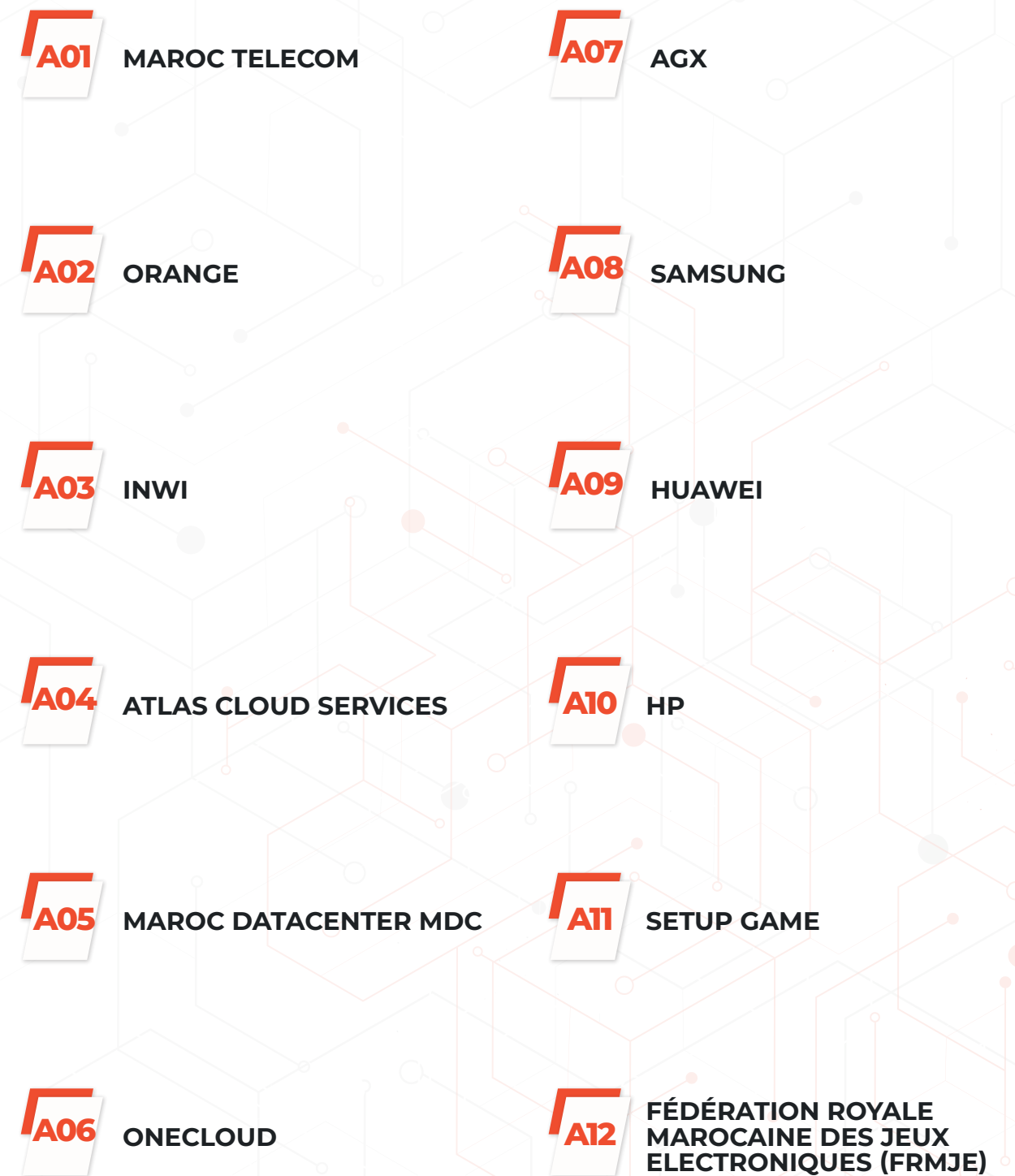
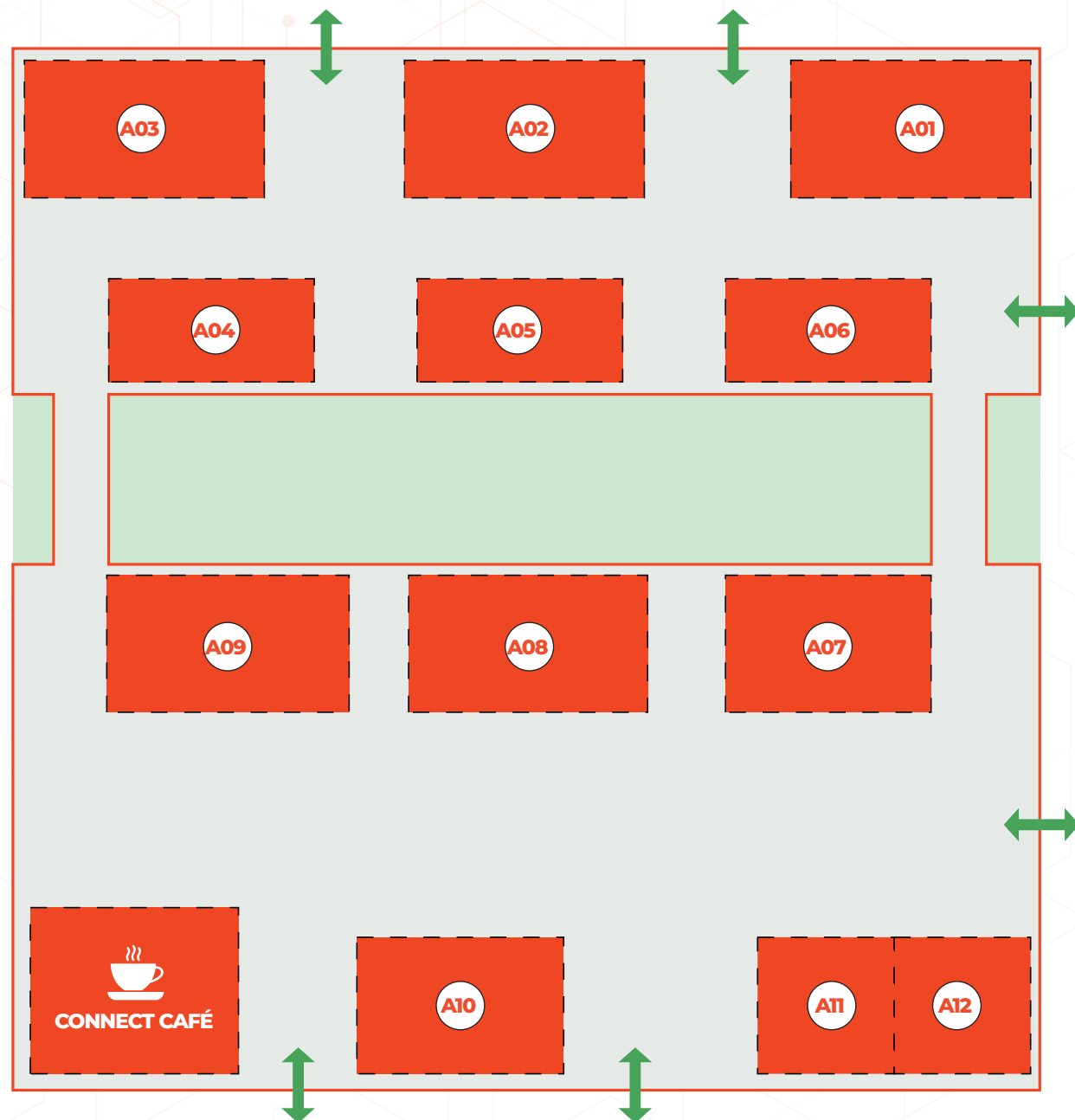
Cevat is also a member of the Honorary Senior Advisory Panel for The Hague Institute for Global Justice.



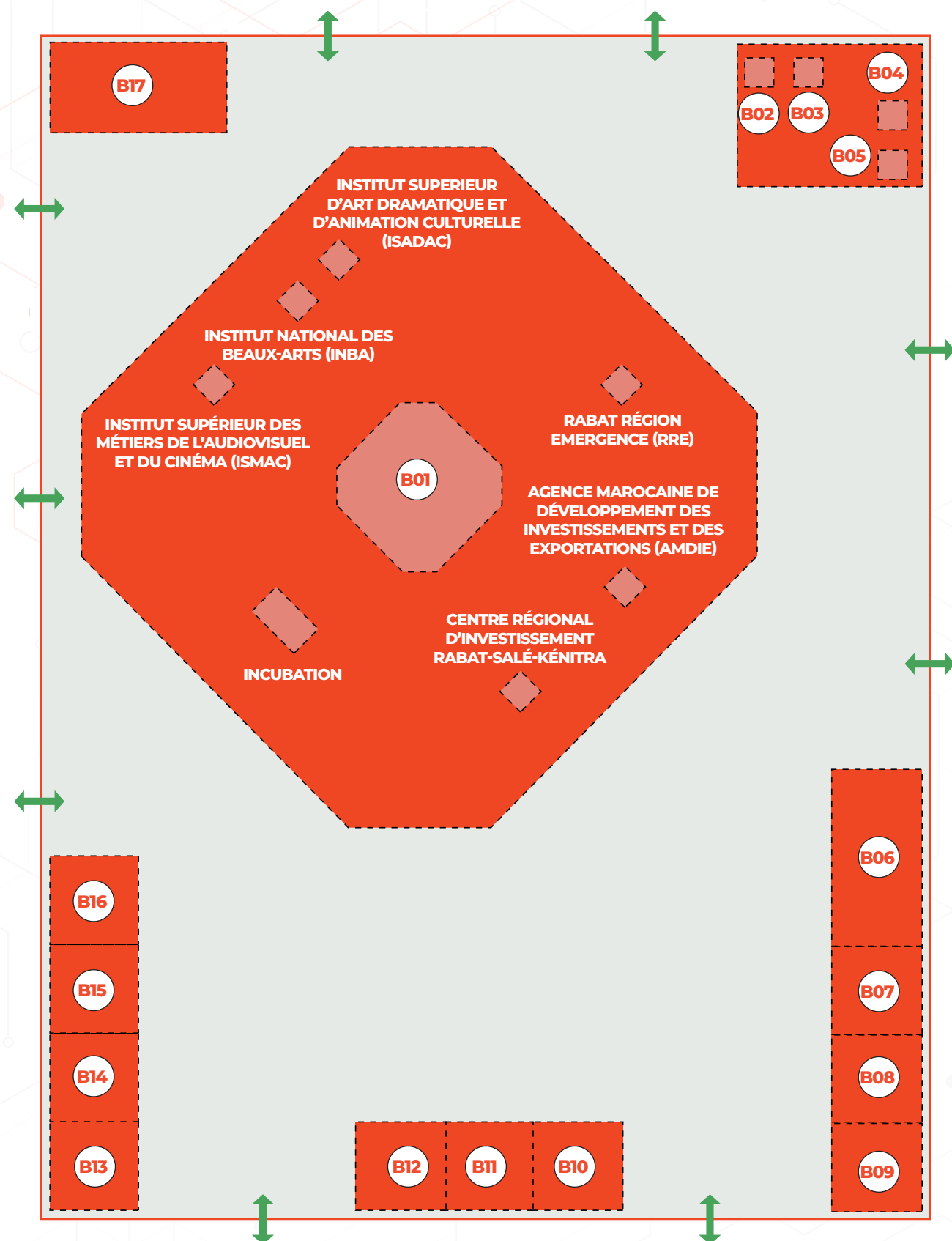
EXHIBITION PLATFORM

MEET THE EXHIBITORS

HALL A FLOOR PLAN

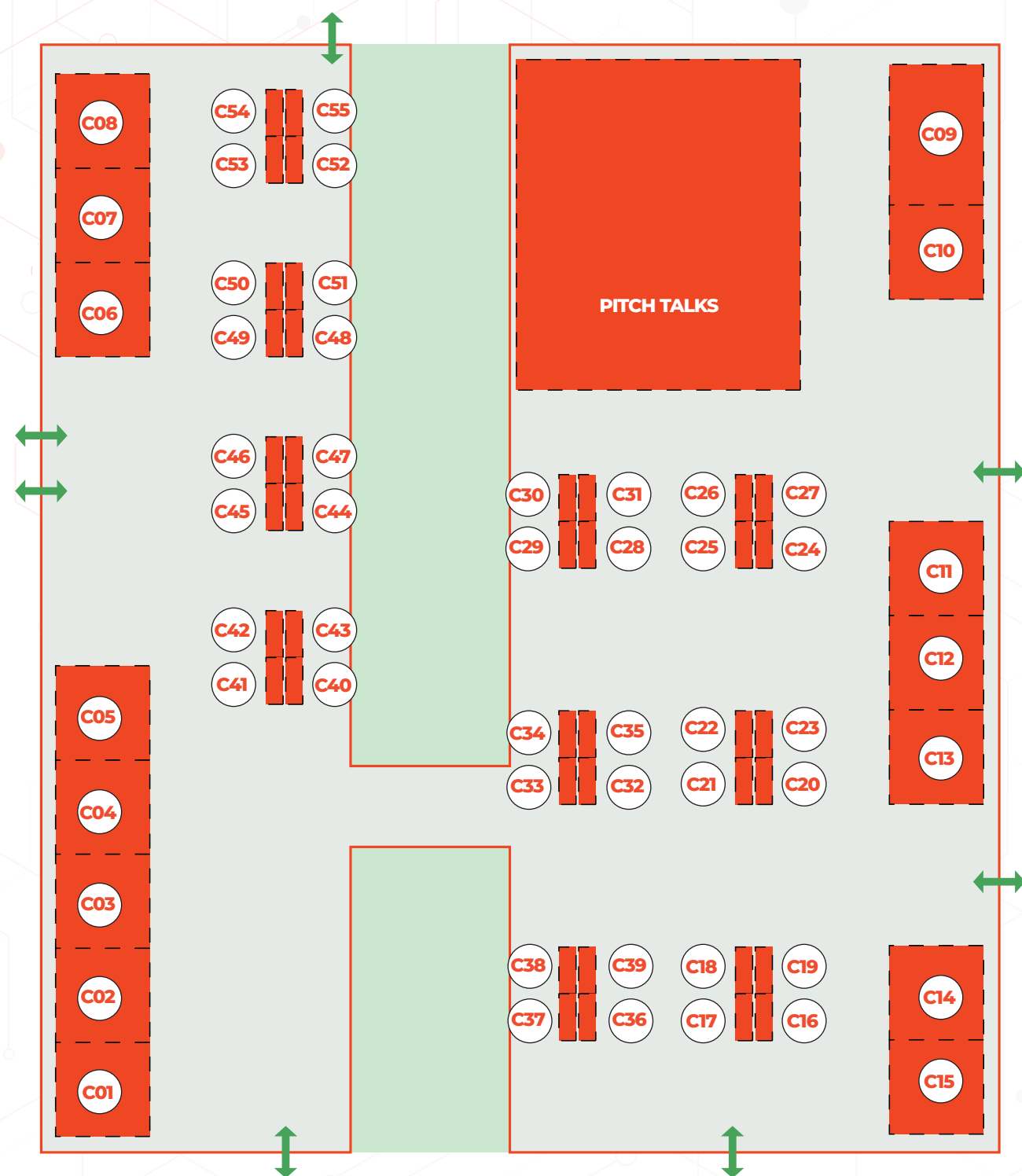


HALL B FLOOR PLAN



- | | |
|---|---|
| B01 MOROCCO GAMING INDUSTRY PAVILION - MINISTRY OF YOUTH, CULTURE AND COMMUNICATION | B10 UNIVERSITÉ INTERNATIONALE DE RABAT - UIR |
| B02 COMMISSION NATIONALE DE CONTRÔLE DE LA PROTECTION DES DONNÉES À CARACTÈRE PERSONNEL (CNDP) | B11 UNIVERSITÉ IBN TOFAÏL |
| B03 DIRECTION GÉNÉRALE DE LA SÉCURITÉ DES SYSTÈMES D'INFORMATION (DGSSI) | B12 UNIVERSITÉ MOHAMMED V DE RABAT |
| B04 L'OFFICE MAROCAIN DE LA PROPRIÉTÉ INDUSTRIELLE ET COMMERCIALE (OMPIC) | B13 UNIVERSITÉ MOULAY ISMAÏL |
| B05 LE BUREAU MAROCAIN DES DROITS D'AUTEUR ET DROITS VOISINS (BMDAV) | B14 UNIVERSITÉ HASSAN II DE CASABLANCA (UH2C) |
| B06 1337 - UM6P | B15 VIDEO GAME CREATOR - INSTITUT FRANÇAIS DU MAROC X MJCC |
| B07 UNIVERSITÉ HASSAN 1ER SETTAT | B16 VIDEO GAME INCUBATOR - INSTITUT FRANÇAIS DU MAROC X MJCC |
| B08 UNIVERSITÉ SIDI MOHAMED BEN ABDELLAH DE FÈS | B17 OFFICE DE LA FORMATION PROFESSIONNELLE ET DE LA PROMOTION DU TRAVAIL (OFPPT) |
| B09 UNIVERSITÉ CHOUAÏB DOUKKALI | |

HALL C FLOOR PLAN



- | | |
|--|---|
| C01 CIH BANK | C11 INCUBATEUR DIGITAL SOLIDAIRE |
| C02 CRÉDIT AGRICOLE DU MAROC | C12 FONDS MOHAMMED VI POUR L'INVESTISSEMENT (FM6I) |
| C03 SOGÉ | C13 FÉDÉRATION DES INDUSTRIES CULTURELLES ET CRÉATIVES - FICC / CGEM |
| C04 BANQUE CENTRALE POPULAIRE | C14 AMMC |
| C05 BANK OF AFRICA | C15 TAMWILCOM |
| C06 AL BARID BANK | C16 KOKORO GAMES |
| C07 SOCIÉTÉ MAROCAINE D'INGÉNIERIE TOURISTIQUE - SMIT | C17 ASHIRA STUDIO |
| C08 DIEZE | C18 JUNE STUDIO |
| C09 MGD BY DAGA | C19 KELBOX STUDIO |
| C10 CDG INVEST | C20 CLOVER STUDIO |

HALL C FLOOR PLAN

- | | |
|-----------------------------------|---------------------------------|
| C21 DINOMITE STUDIOS | C31 LGAMING.MA |
| C22 NEXTLEVEL AR | C32 AJB GAMES STUDIO |
| C23 QASBAHLABS | C33 BMJ DIGITAL SERVICES |
| C24 4MATES GAMES - APPGURU | C34 FRANTIC |
| C25 DROPLEET | C35 ENIGMA STUDIO |
| C26 OUTCAST DIGITAL | C36 TRIAXIS STUDIO |
| C27 SEELYDOT STUDIO | C37 MS-STOON |
| C28 TBB E-CORP | C38 A314 MAROC |
| C29 GEEK MAROC AGENCY | C39 KNC LAB |
| C30 GEEK CULTURE AGENCY | C40 INSPIRIGENCE |

- | | |
|---|-----------------------------------|
| C41 FLOW MOTION SCHOOL (RASMART) | C51 YAKO |
| C42 ALKHARIQUN | C52 LWACHONE |
| C43 KIDDO EDUCATION | C53 VINCENTE GAMES |
| C44 IZI EXPLORER | C54 ESPORT ELITE CHAMPIONS |
| C45 INCLUSIVE MEDINA | C55 LGAME.GG |
| C46 OCTAV | |
| C47 FX HOUSE | |
| C48 ATLASTUDIO | |
| C49 ARTISTIY DIGITAL | |
| C50 DIGITAL VIRGO | |



EXHIBITION PLATFORM

PITCH TALKS PROGRAM

PITCH TALKS PROGRAM

WEDNESDAY, 2 JULY 2025

TIME	TOPIC	COMPANY	SPEAKERS
12:30	Developing Games with Unity 6	Unity Technologies	Dr. Corrie Green Senior Developer Advocate at UNITY
13:30	Leveling Up Learning: What AI and Gaming Teach Us About Education	International University of Rabat (UIR) / Higher School of Computer Science and Digital Technology (ESIN)	Prof. Hakim Hafidi : Teacher-researcher at ESIN (Higher School of Computer Science and Digital Technology) at UIR
14:05	From Heritage to Game Controller: Teaching Gaming in Service of Moroccan Identity	Ibn Tofail University / Center of Excellence in Design and Applied Arts	Prof. Houria Kelkoul : Director of the Center of Excellence in Design and Applied Arts, Vice-Dean of the Faculty of Languages, Literature, and Arts at UIT
14:40	Mohammed V University: Driving Talent and Innovation	Mohammed V University Rabat (UM5) / University Center for Entrepreneurship	Prof. Ismail Kassou : Vice President in charge of Research and Cooperation Prof. Karima Ghazouani : Director of the University Center for Entrepreneurship at UM5 Rabat and of the Student Support Hub for Innovation and Entrepreneurship, SALEEM Rabat
15:15	Preparing for Emerging Careers in Gaming: The Role of l'Institut des sciences du sport de Settat	Hassan I University – Settat / Institute of Sports Science (I2S)	Prof. Alaa Mrani : Lecturer at I2S Prof. El Mostafa Rajaallah : Accredited Professor at I2S and Head of the Master's Program in "Digital Transformation and Sports Technology" Prof. Issam Taqafi : Accredited Professor at I2S and Head of the Bachelor's Program in "Sports Technology"
15:50	Artificial Intelligence Applied to Video Games for Interactive, Adaptive, and Intelligent Environments	Sidi Mohammed Ben Abdellah University – Fez / École Normale Supérieure (ENS)	Prof. Amine Sallah : Senior Lecturer at the École Normale Supérieure
16:25	Gaming: When Passionate Talents Meet Mission-Driven Companies, the Ecosystem is Created	Groupe DBM MAROC	Mr. Abdelkarim Mazouzi : General Manager Mr. Oualid Mazouzi : Deputy General Manager
17:00	Supporting the rise of a Gaming Industry in Morocco: Funding Levers and the Role of Crédit Agricole du Maroc in the Creative Economy	Crédit Agricole du Maroc	Mr. Tarik El Krait : Director of the Business and Agri-Agro Markets Development Division Ms. Sawanih Taha : Business and Agri-Agro Markets Development Division Ms. Imane Nouri : Business and Agri-Agro Markets Development Division

THURSDAY, 3 JULY 2025

TIME	TOPIC	COMPANY	SPEAKERS
17:35	OMPES in Support of Gaming: Observing, Analyzing, and Supporting the Moroccan and African Economy	The Moroccan and Pan-African Sports Economy Observatory (OMPES)	Mr. Alaâ Mrani : President of OMPES & Professor at Hassan I University of Settat Mr. Mehdi Chihab : Vice President of OMPES & State Engineer Ms. Oumaima Zinaoui : Member of OMPES & PhD Candidate
18:10	Video Game Prototypes: FUTPA Maroc, Le Folklore Marocain, Ashfall Legacy Turnaroz, Keys of Light, Marjana El Gharaba, The Seven Gates of Heaven	Hassan II University of Casablanca / (ENSAD)	Mr. Ilyas Mazouz : Student at ENSAD Mr. Nabil Mimouni : Student at ENSAD Mr. Soufiane Tajri : Student at ENSAD Mr. Abdellah Bourhin : Student at ENSAD Ms. Salma Kharfi : Student at ENSAD Ms. Hidaya Saf : Student at ENSAD Mr. Ayoub Aouinzou : Student at ENSAD
18:45	The Role of Banks in Building Morocco's Gaming Ecosystem	CIH Bank	Mr. Ismail Benmbarek : Director of Innovation, Development, and Partnerships
19:20	The Digital Solidarity Incubator (IDS)	Mohammed V Foundation for Solidarity	Mr. Ayoub EL BOUCHIKHI : Entrepreneurial Coach at IDS
10:00	Presentation of a new game "FUTUROCCO": a Moroccan game set in Morocco in the year 2175	AJB GAMES STUDIO	Mr. Aymane Jbari : Founder - Game Developer Mr. Youness Bejrhit : Co-Founder - Artist
10:35	Digital Heritage and Eco-Tourism Meet AI: The New Frontier of the Gaming Industry	Inclusive Medina	Ms. Aya Es-saadaoui : Architect, Researcher, and Entrepreneur, Founder of Inclusive Medina Mr. Mohammed Laaroussi : Video Game Developer, Entrepreneur, and Tech Associate at Inclusive Medina
11:10	From Boredom to Boss Battles: Teaching Math Through RPGs	Kiddo Education	Ms. Kawtar Jalili : Founder of Kiddo Education & Co-founder of Le Sapin Engineers SARL
11:45	Presentation of the video game "EXPLOITATION_"	JUNE STUDIO	Mr. Ilias Belabed: Founder and Manager of JUNE STUDIO
12:20	Presentation of a strategy game "Powerplay"	Frantic	Mr. Amine Rehioui : Game Programmer
12:55	Magaza Simulator: A New Game in Development	Outcast Digital	Mr. Khalid Bouzarout : CEO Mr. Zakaria Aguinane : Lead Developer
13:30	Science Learning Through Gamification: Case Studies of Chemistry VR and Anatomy VR	Octav Studio	Mr. Houssam Eddine Rehhal : Head of Partnerships

PITCH TALKS PROGRAM

14:05	Esports: The Ultimate Playground to Engage Gen Z and Boost Your Brand	BESTOP (Esport Elite Champions)	Mr. Mounir Abou Ahmed : Founder of Esport Elite Champions / Design, Production, and Organization of Gaming and Esports Events Ms. Fatim-Zahra Hraiche : Director of Audiovisual Production
14:40	The Potential of Gamevertising: The Future of Advertising is a Game!	A314LAB	Mr. Etienne Lambot : Co-Fondateur & CEO – A314LAB
15:15	TBOURIDASH: Designing a Tactical Roguelike Inspired by Moroccan Tbourida	Kelbox Studio	Mr. Rachid Lansri : Game Designer & Founder of Kelbox Studio Mr. Marouane Baaout : Game Designer & Co-creator of Starter Podcast
15:50	The Future of Social Gaming: Bringing People Back to the Same Table	Vincente Games	Mr. Samir Tamri : Founder of Vincente Games
16:25	Project IZI Morocco: Gamifying Tourist Activities in Morocco	IZI EXPLORER	Mr. Mohammed Amine Bellahcen : CEO of IZI Explorer Ms. Meriem Douibi : Communications and Marketing Manager
17:00	Gameplay and Development of the Game "BEAT BAD BOX"	KNC LAB	Mr. Khalid Rajraji : Game Designer and Project Manager Mr. Youness El Garraab : Art Director and Game Designer
17:35	The Future of Content Lies in Codes: A Self-Managed Platform for Digital Transactions, Distribution, and Loyalty, developed by Yako Automation, Integration, Loyalty: We Transform Activation Codes into Drivers of Access, Growth, and Customer Relationships.	iNLEM /YAKO	Mr. Nizar El Miadi: General Manager of iNelm, Founder of the Yako Project
18:10	Serious Games and Educational Games	KOKORO Games	Mr. Abdellah Alaoui Mdarhri : CEO and Co-Founder Mr. Tarik Boumhaouss: Creative Director and Co-Founder Mr. Moulay Youssef Alaoui Mdarhri: Marketing Director
18:45	The Art of Environment Design and World-Building	Seelydot Studio	Mr. Said Allaoui : Founder of Seelydot, Creative Director & VFX Supervisor Ms. Oumaima Mokdad :CG Supervisor & Modeling Artist Ms. Ghizlane Bouayad : Digital Fashion & Cinematic Designer
19:20	From Local to Global: How Digital Virgo Can Elevate Local Game Creators Through Its Telecom and Digital Ecosystem?	Digital Virgo Maroc	Mr. Achraf Ammour : Sales Director for Africa Mr. Benjamin Eylenbosch : Product Manager E-sport

FRIDAY, 4 JULY 2025

TIME	TOPIC	COMPANY	SPEAKERS
10:00	Moroccan Architecture in Video Games	ARTISTYIY DIGITAL	Mr. Issam Chentoui: Bachelor's Degree in Sustainable Architecture
10:35	Esports & Gaming: Presenting the Global Ecosystem to Explain the Sector's Value Chain Between the "Gaming" Phase and the "Esports" Phase.	TBB E-CORP	Mr. Tarik Belghazi : Founder TBB E-Corp SARL
11:10	Ashira Studio Project and Game Development Business	Ashira Studio	Mr. Amine Abouzaid : CEO
11:45	Polished and Cohesive: The 2D Artist's Workflow from Design to Engine	Triaxis Studio	Mr. Abderrahim EL Mkademi : Game Dev
12:20	What Role Does Esports Play in Schools?	Geek Culture Agency	Mr. Amine Drif : Founder of Geek Culture Agency Mr. Tayeb Jebbouj : Radio Host
12:55	BMJ Supports Independent Developers with Technical and Creative Assistance to Maximize Game Success	BMJ	Ms. Nour Maski : COO, Expert in Video Game Innovation Mr. Ziyad Boudhim : Specialist in Game Design and Storytelling.
13:30	Showcasing the Collective's Productions	Alkhariqun Collective	Ms. Zineb Sbai El Idrissi : Director and Manager Mr. Salah Eddine Fellani : Comics artist and co-founder Mr. Mustapha Oualla : Lead Comic artist
14:05	Game Direction Assassin's Creed Unity at Ubisoft Montreal	Studio Darewise	Mr. Marc Albinet : Creative Director at Studio Darewise
15:10	Art Direction of Prince of Persia at Ubisoft Casablanca	Isart Digital Nice	Mr. Laurent Cluzel : Director of Campus Isart Digital Nice
16:15	Accelerating Game Audio Development with Generative AI (Presented by Mojatoon)	Mojatoon	Mr. Mohammed Rabia : CEO of Mojatoon
17:20	Triple Threat: New Ip, New Team, New Studio	Studio Ellipsis	Mr. Mustapha Mahrach : Creative Director at Studio Ellipsis
18:25	Presentation of the Video Game Incubator Program	Level Link Partners	Mr. Julien Villedieu : CEO of Level Link Partners
19:00	Presentation of the Video Game Creator Program	Isart Digital	Mr. Azad Lusbaronian : Director of Development at Isart Digital

PITCH TALKS PROGRAM

SATURDAY, 5 JULY 2025

TIME	TOPIC	COMPANY	SPEAKERS
10:00	HeroCat: The First Web3 Game That Knows You Before You Play	Indie Game Dev	Mr. Amine Houari : Founder & Project lead
10:35	Serious Gaming: When Video Games Train Professionals – A Case Study on Flight Simulator	Indie Game Dev	Mr. Nawfal BenBennasser: Senior Developer on Microsoft Flight Simulator, CEO of Magistral Studio, and Co-founder of MGD by Daga
11:10	Aydi and the Rainborn	Video Game Creator	Video Game Creator Students: Mr. Salah Eddine El Adnani Mr. Hamza Kouza Ms. Manal Achaoui Mr. Mohammed El Wardighi Mr. Mehdi Nadbour Ms. Hibatallah Meliani Mr. Khalid Mergousse Mr. Badr Benfanich
11:45	Fragments: Reclaim Your Soul, Remember the Truth...	Video Game Creator	Video Game Creator Students: Ms. Salma Chakri Mr. Haidar Abdulkahar Mr. Oualid Ouazrou Mr. Ilyass Salout Ms. Oumaima Gouffia Ms. Salma Boushabi Ms. Rihab Moussa Laachiri Ms. Bassma Benalla
12:20	Lost Sala in Colonia	Video Game Creator	Video Game Creator Students: Mr. Issam Chentoui Mr. Mehdi Haidar Ms. Zhor Elhamdouchi Mr. Reda Ait Laarab Mr. Souleyeman Echatoui Ms. Nouhaila El Karmani Mr. Moussaab El Mahraoui Mr. Anas Figuigui Mr. Rachid El Mansori
12:55	ScatteredSignals	Video Game Creator	Video Game Creator Students: Ms. Fadwa Qorchi Ms. Safiya El Hassar Mr. Faouzi Bouyattar Mr. Youssef Yousfi Ms. Chaimaa Lehnech Mr. Ziad Rbai

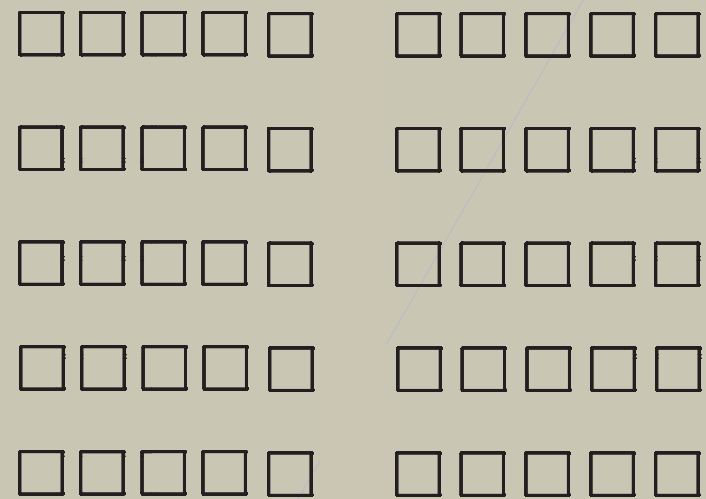
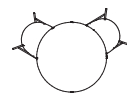
13:30	Veil of The Ancients	Video Game Creator	Video Game Creator Students: Mr. El Mehdi Er-reysey Ms. Salma Malki Mr. Hamza Chaouki Mr. Hamza EL Yamany Mr. Soufiane Zian Ms. Karima Bousfar Mr. Hamza Ezzakraoui Mr. Mohammed Laaroussi
14:05	Code, Create, Innovate: The 1337 Vision for the Video Game Industry	UM6P	Mr. Yassir Boux : Technical Director at 1337 School
14:40	Copyright Protection in the Digital Content Sector	Le Bureau Marocain des Droits d'Auteur et Droits Voisins (BMDAV)	Ms. Naïma Samri : Head of the Legal and Litigation Department Ms. Sara El Alami : Head of Legal Services
15:15	eBotola: An eSports League Model in Synergy with Traditional Sports	FRMJE	Mr. Soufiane El filali : Marketing & Communications Director
15:50	"Revolutionizing Moroccan Higher Education: Gamification as a Catalyst for Student Engagement A New Frontier for the Gaming Industry"	Moulay Ismaïl University / Code 212 Center	Prof. Moulay Hachem Alaoui Harouni : Head of the Digital Department at Moulay Ismail University Prof. Mohammed El Messaoudi : Professor at Moulay Ismail University
16:25	Gaming Innovation Hub (GIH): Toward a National Incubator for Gaming Innovation and Entrepreneurship	Chouaib Doukkali University / ENSA - El Jadida	Prof. Sahabi Mohamed : Vice President in charge of Research and Cooperation at Chouaib Doukkali University Prof. Abdelwahed Hajjaji : Director of the National School of Applied Sciences – El Jadida Prof. Rahhal Errattahi : Information Systems Officer at the National School of Applied Sciences – El Jadida
17:00	Reinventing Education with EdTech: From the Classroom to the Cloud	Algorithmics Rabat Souissi	Mr. Ihab Bokal : Teacher
17:35	EdTech and Inclusion: Tomorrow's Education for All	Algorithmics Rabat Souissi	Mr. Yahya Bahmani : Student
18:10	Game Development: Creating Worlds, Coding Realities	Algorithmics Rabat Souissi	Mr. Ghali Bouaiyda : Student
18:45	How Do Video Games Develop Skills Useful in Real Life?	Algorithmics Rabat Souissi	Mr. Chahine Hachimi : Student
19:20	Developing an Educational Video Game: A Challenge Between Fun and Pedagogy	Algorithmics Rabat Souissi	Mr. Kinane El Mifdali : Student

PITCH TALKS PROGRAM

SUNDAY, 6 JULY 2025			
TIME	TOPIC	COMPANY	SPEAKERS
10:00	New Horror Game in Development	Indie Game Dev	Mr. Said Rafii : Game Developer
10:35	Movies and Video Game Development	Indie Game Dev	Mr. Youssef Rafia : Game Developer
11:10	Using Social Media in Video Game Development	Indie Game Dev	Mr. Anass El Arraf : Game Developer
11:45	3D and Graphic Design in the Service of Game Development	Indie Game Dev	Mr. Taha Mahboub : 3D Artist
12:20	When Games Tell Stories Like Films: Visual Storytelling Experiences at Moroccan Universities	Ibn Tofail University / Center of Excellence in Design and Applied Arts	Prof. Safaa Bendhiba: Coordinator of the Gaming Program, Bachelor's Degree at the Faculty of Languages, Literature, and Arts at UIT
12:55	Spotnav: Where Virtual Tours Meet Real-Time Interaction	DROPLEET	Ms. Ouiame El Hezzam : Network and telecommunications state engineer from ENSAF, XR Master developer from the UM6P
13:30	PEEK A DOOM (PC Game)	Enigma Studio	Mr. Soufiane Khramez : CEO /Founder
14:05	INBA Training Programs Related to Gaming Careers	INBA	Mr. Mehdi Zouaki : Director of INBA Mr. Mohamed Lamsaour : Artist Professor at INBA
14:40	Staging and Gaming	ISADAC	Dr. Mahmoud Chahdi : Researcher, Director, and Mediator Dr. Omar Saadoun : Researcher and Visual Artist/ Video Games and Visual Stakes

15:15	The Art of Tomorrow's Storytelling: Immersion, Interactivity, and AI	ISMAC	Mr. Abdellatif Fdil : Teacher Ms. Awatif Rouijel : Teacher Mr. Houssam Halmaoui : Teacher Mr. Azhar Hadmi : Teacher Mr. Badre El BARDAI : Student
15:50	Game Jams and 5 Community Projects	MGD by DAGA	Mr. Abdellah Alaoui Mdarhri : President of MGD by DAGA Mr. Amine Abouzaid : Vice President of MGD by DAGA
16:25	The Upcoming Game from Clover Studio, Sky Drift: Our Development Process	Clover Studio	Mr. Zakarya Chioua :Co-founder and CEO of Clover Studio
17:00	Building Games That Go Viral: Hybrid-Casual Games Success	Dinomite Studio	Ms. Fatima Zohra Jaanin : Team Leader at Dinomite Studio
17:35	Presentation on a Gaming Solution in a Historical Monument Aimed at Transmitting Cultural Heritage to the New Generation.	Moroccan School of Engineering Sciences (EMSI) Casablanca / XR Center	Mr. Mohamed Tabaa: Director of the LPRI Laboratory – EMSI Casablanca Mr. Yassine Bounouader : Head of the XR Center – EMSI Casablanca
18:10	Qara Prison: From Game Idea to a Transmedia Universe Inspired by Moroccan Heritage	Play Legends Studio	Mr. Abdelilah Benjabbour : Co-founder – Project Manager and Technical Lead Mr. Mohamed Al Harrak : Artistic Director Mr. Mohammed Ilyass Hamlili : Co-founder – Creative Director

PITCH TALKS



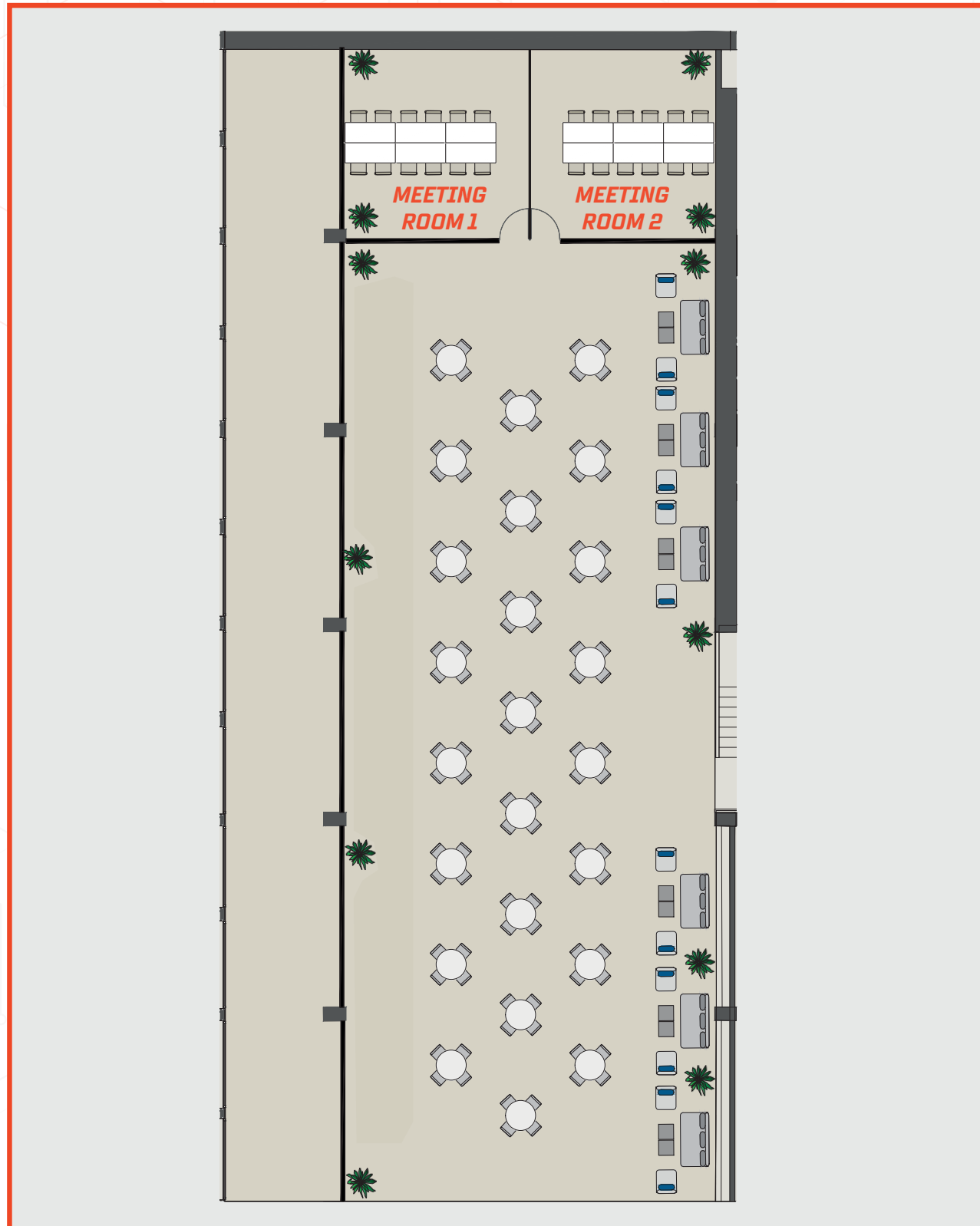
SPACE CAPACITY
50 SEATS



EXCHANGE AND COOPERATION PLATFORM

FLOOR PLAN

BUSINESS HUB



SPACE CAPACITY
128 SEATS

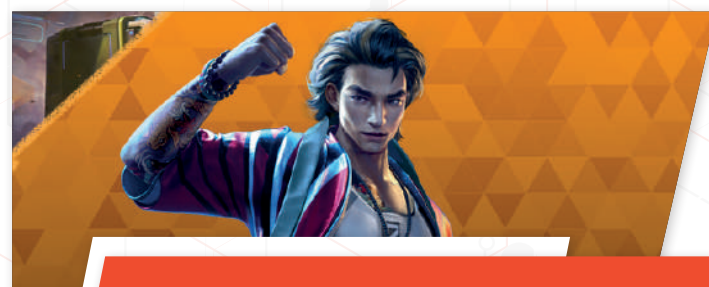


***E-SPORTS
TOURNAMENTS
PLATFORM***

PROGRAM

E-SPORTS TOURNAMENTS

The four games selected for the tournaments are available on various platforms, namely PC, mobile, and console. They are highly popular in Morocco on their respective platforms, with Valorant and Street Fighter 6 on PC, EA SPORTS FC 25 on console, and Free Fire on mobile.



FREE FIRE

Free Fire is a mobile battle royale game published by Garena where 50 players compete to be the last one standing. Players collect weapons and resources while avoiding a shrinking safe zone. The game is fast-paced and strategic, featuring characters with unique skills.



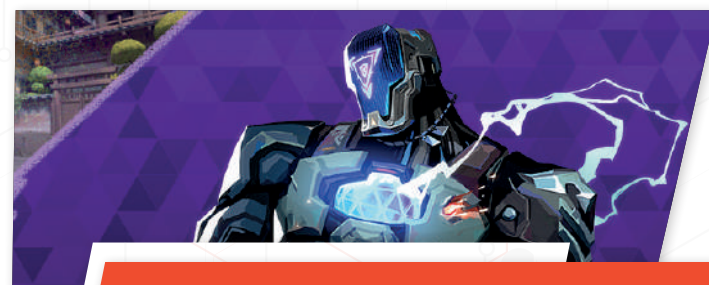
STREET FIGHTER 6

Street Fighter 6 is a fighting game developed by Capcom where players compete in 1v1 matches using characters with distinct moves and techniques. The game offers various modes, improved graphics, and fast-paced gameplay while emphasizing strategy and individual skill.



EA SPORTS FC 25

EA SPORTS FC 25 is a football game where players control teams and compete in realistic matches. With enhanced graphics and smooth gameplay, it offers multiple modes, online competitions, and an authentic simulation of the sport, focusing on both tactical and individual skills.



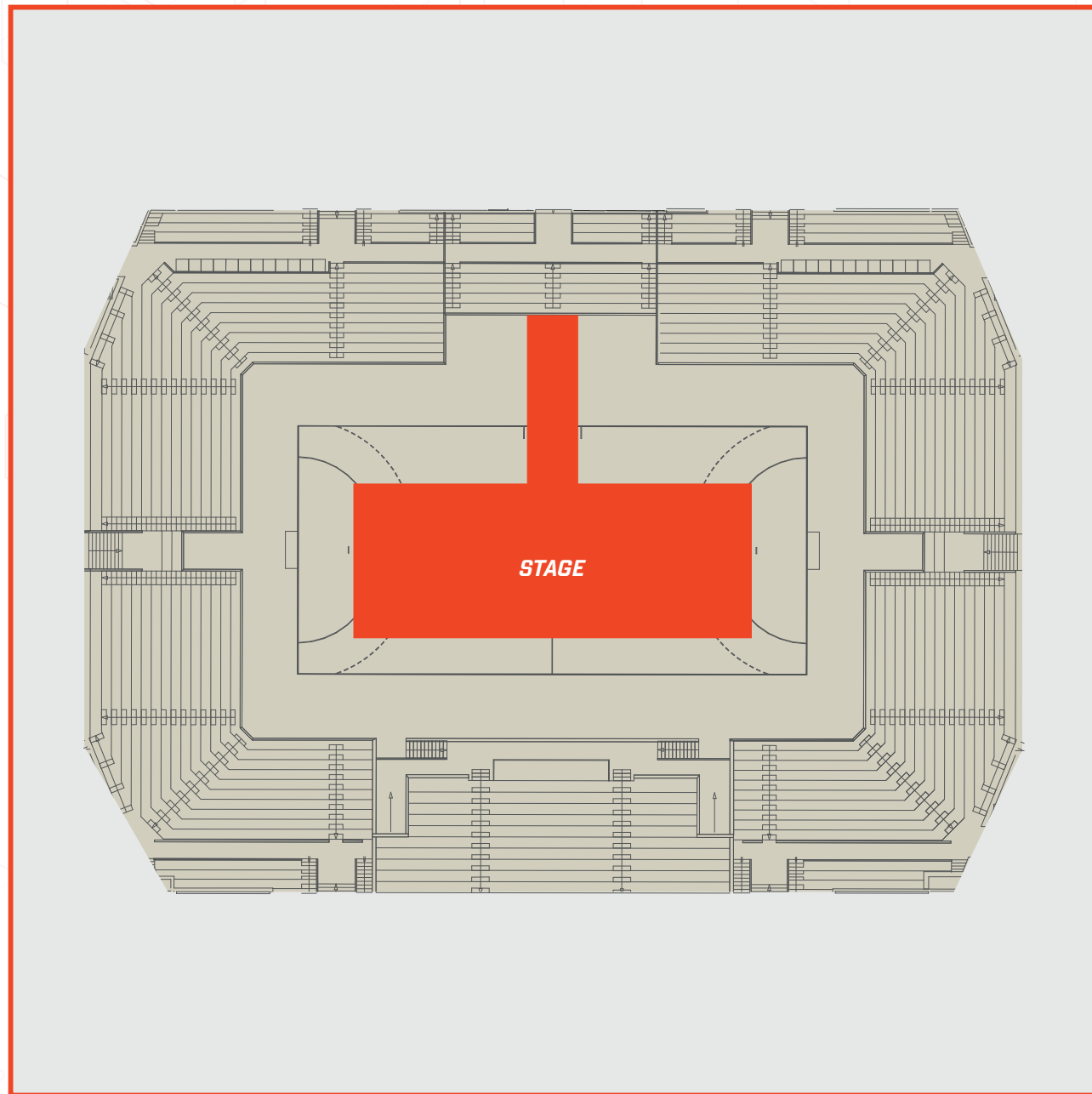
VALORANT

VALORANT is a free-to-play multiplayer FPS developed by Riot Games. Two teams of five players face off, one attacking to plant a bomb, the other defending. Each player selects an agent with unique abilities. The game stands out for its strategic, demanding gameplay focused on team cooperation.

E-SPORTS TOURNAMENTS SCHEDULE

	DAY 1: WEDNESDAY, 2 JULY 2025	DAY 2: THURSDAY, 3 JULY 2025	DAY 3: FRIDAY, 4 JULY 2025	DAY 4: SATURDAY, 5 JULY 2025	DAY 5: SUNDAY, 6 JULY 2025
10:00 - 11:00		BREAKING THE STEREOTYPE			VALORANT - GRAND FINAL
11:00 - 12:00		THE ULTIMATE FREE FIRE QUIZ - FREE FIRE UPDATE	STREET FIGHTER - SEMI-FINAL 1 & 2 (B03)		
12:00 - 13:00	SHOW MATCH - CONTENT CREATORS FREE FIRE	BUILDING AND ESPORTS TEAMS - ULTIMATE FREE FIRE QUIZ			VALORANT AWARD CEREMONY - INNOVATIVE MOBILE GAME IDEAS COMPETITION AWARD CEREMONY
13:00 - 14:00	SHOWCASE OF TOP FREE FIRE TEAMS	FREE FIRE MAP 7	STREET FIGHTER - FINAL AWARD CEREMONY (B03)	VALORANT SEMI-FINAL 1 & 2 (B03)	
14:00 - 15:00	FREE FIRE MAP 1	FREE FIRE MAP 8	EA FC 25 - GROUP STAGE 1		
15:00 - 16:00	FREE FIRE MAP 2	FREE FIRE MAP 9			
16:00 - 17:00	FREE FIRE MAP 3	SHOW MATCH - CONTENT CREATORS FREE FIRE	THE SUCCESS OF THE VIDEO GAME: EXPEDITION 33 ESPORTS TALK SHOW		
17:00 - 18:00	FREE FIRE MAP 4	FREE FIRE MAP 10		EA FC 25 - QUARTER-FINAL & SEMI-FINAL & FINAL	
18:00 - 19:00	FREE FIRE MAP 5	FREE FIRE MAP 11	EA FC 25 - GROUP STAGE 2	AWARD CEREMONY	LGAMING AWARDS
19:00 - 20:00	FREE FIRE MAP 6	FREE FIRE MAP 12 AWARD CEREMONY			

ATLAS ARENA



SPACE CAPACITY
6000 SEATS

FREE TO PLAY

Step into a zone of pure gaming excitement!
Discover the amazing entities joining us in the Free-to-Play zone.
Try out the latest VR headsets, simulators, and interactive experiences.
Expect surprises and exclusive demos throughout the day!
Whether you're a casual gamer or a hardcore competitor, there's something for everyone.
Free. Fun. Unmissable.



VR GAMES



ARCADE GAMES



***RACING
SIMULATOR GAMES***



DRONE SOCCER



المملكة المغربية
وزارة الشباب
والثقافة والتواصل



المملكة المغربية
وزارة الشباب
والثقافة والتواصل

KINGDOM OF MOROCCO
Ministry of Youth, Culture and Communication

MOROCCO GAMING EXPO 2025

MOROCCO
GAMING
EXPO

2025



www.moroccogamingexpo.ma