

BUSINESS SUPPORT TO ENTREPRENEURS & SMES OF THE GAMES INDUSTRY

CEEI Asturias - Parque Tecnológico de Asturias (Llanera)

9.30-10.00 WELCOME

Graciano Torre, Regional Ministry of Economy and Employment of the Government of Asturias.
Soizic Tsin, coordinator BOOGAMES.

10.00-10.30 SUPER MARIO

A successful entrepreneur gives us an overview of his path and evolution in his business model.

- Gonzo Suárez, Games Industry Legend.

10.30-11.30 TETRIS

Round table "How to create a good ecosystem & business support services".

- Soizic Tsin & Jaqueline Cawston, Serious Games Institute.
- Alejandro González Fiel, Milkstone.
- Achim Quinke, Gamecity:Hamburg.
- Roberto Álvarez de Lara, Over the Top Games.

11.30-12.00 Coffee & showroom of game products "made in Asturias".

Virtway, Milkstone, CrazyBits, SignalSoftware, Ehtio, Archistec will be participating.

12.00-13.00 WORLD OF WARCRAFT

Round table "Networking to success: Join the best alliances".

- Iván F. Lobo, Gamelab & President Academy of Interactive Arts & Sciences
- Johanna Bolhoven, Creative England-Cluster 2020 European Creative Industry Alliance.
- Pierre-Emmanuel Daigre, Capital Games Paris.

13.00-14.00 FINAL FANTASY

Round table: Experts on monetization, serious games, cross-sectorial interest in order to fully exploit the potential.

- Eva Pando, CEEI Asturias.
- Jose Antonio Tejedor, Virtway.
- Fernando Piquer, Bitoon.
- Tom Fernández, screenwriter, cinema director



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