

Global Gaming Industry Leaders Gather to Explore the Future of Gaming at WN Conference Xiamen'24



Xiamen, Fujian Dec 8, 2024 ([Issuewire.com](https://www.issuewire.com)) - The premier international B2B event for the gaming industry, the WN Conference Xiamen'24, was successfully held at the Howard Johnson Jimei Lake Hotel in Xiamen from November 20 to 22, 2024. Hosted by WN Media Group, the conference was co-organized by CiGA (China Indie Game Alliance) and Xiamen Information Group Chuangxin Software Park Management Co., Ltd. It received strong support from the local governments, including the Xiamen Municipal People's Governments of Siming District and Jimei District, as well as the Xiamen Torch Hi-Tech Industrial Development Zone. The conference was guided by the Xiamen International Animation Festival Organizing Committee and partnered with the International Game Developers Association (IGDA), highlighting its global significance.

The WN Conference Xiamen'24 kicked off on the evening of November 20 with an exclusive networking party, hosted in partnership with Unlimit. The event brought together invited guests, media representatives, exhibitors, and industry professionals, marking the official launch of the conference.

From November 21 to 22, a two-day B2B exhibition and showcase took place at the event venue, offering a dedicated platform for face-to-face interactions, enabling local and international companies to engage in negotiations and partnerships. The exhibition covers a wide range of content providers and

services, including game showcases, publishing, operations, consulting, and support in game development, marketing and promotion, distribution platforms, channels, and IP collaborations.

On November 22, the event concluded with a full-day industry conference under the theme "Connecting Worlds: The Future of Gaming." The conference brought together industry leaders and experts from 10 countries worldwide to explore trends in game industry development and opportunities for international partnerships.

Margarita Chubova-Beloshnikova, Strategic Partner Manager of WN Media Group, opened the conference with an inspiring speech, warmly welcoming all guests. She emphasized that games are not only a medium for entertainment but also a storyteller of art and narratives, capable of crossing borders and connecting people from diverse cultural backgrounds. Margarita highlighted the courage and adventurous spirit of indie game developers as a driving force behind the industry's growth, noting that great ideas can flourish even under constrained development conditions.

Artem Arinin, business development manager of MY.GAMES provided an in-depth look at the opportunities and challenges of international publishing. He pointed out that Chinese developers have significant advantages in technical strength and market expansion, but they still need to improve communication and transparency in the international market. He emphasized that global publishers are more likely to choose mature and scalable projects, making it crucial for developers to strengthen cooperation with global projects to expand scale and profitability.

Mike Fischer, professor at the University of Southern California's Interactive Media and advisor at KRAFTON, shared his insights into the fundamental concepts and practices of the game studio business. He emphasized that game development is not only about technical innovation but also requires a clear business model and market positioning. Professor Fisher mentioned that successful games can attract players through storytelling and that the commercial success of artists and creative workers is equally important.

As the final speaker of the morning, Robin Zhu, business director of Indofun, shared insights into global game publishing. He detailed how Indofun achieved success in the Indonesian market through strategies such as in-depth localization, private domain traffic expansion, and live broadcast promotion. He emphasized that localization is not just the translation of language but also a deep understanding of local culture and player habits. Robin Zhu's speech provided participants with valuable strategies for overseas market expansion and practical experience.

In the afternoon, the conference continued at the Howard Johnson Jimei Lake Hotel in Xiamen. Interaku's CEO Nana Nakazato took the stage as the host, delivering a passionate opening speech to warmly welcome all guests and attendees.

Gustav Pastucha, strategic partnerships at Pixel Federation, delivered a speech titled "Browser gaming - the underestimated phenomenon". He emphasized the market potential and user loyalty of browser games, as well as how to leverage this platform for innovation. Gustav highlighted that browser games have exceeded expectations in specific markets and deserve the attention of the industry. He revealed the potential and value of browser games in the global gaming market through data analysis and market trends.

During the Panel Discussion, four industry leaders discussed the "new era of global game incubation". The session was moderated by Simon Zhu, founder of China Indie Game Alliance(CiGA) & WePlay Expo, and featured the following panelists: Sho Sato, CEO of LUDiMUS Inc and Chairman of IGDA

Incubation SIG; Nicholas Hall, Commercial Manager of Reforged Studios and Co-founder of African Games Week; and Mike Fischer, Professor of Interactive Media at University of Southern California and advisor at KRAFTON.

The discussion covered various aspects of game incubation, from the understanding of incubation and the team requirements to the operating models of incubators and the decision-making involved in entrepreneurship. Drawing from their own background, experiences, and projects, the panelists elaborated on their views and expanded on how to effectively promote the development of the game industry through international cooperation, technological innovation and industry education, particularly in emerging markets. The panel concluded that game incubators play a key role in providing resources, building networks, and facilitating knowledge-sharing within the industry.

At the end of the conference, Deepak MV, CEO of OpenPlay Technologies, discussed "India: The Next Frontier in Gaming - Unlocking Growth and Innovation". He analyzed the potential of the Indian gaming market and pointed out that India's young population and digital natives present huge market opportunities for the gaming industry. Deepak emphasized that despite the challenges in the Indian market, its rapid digitalization and acceptance of new technologies make it a new frontier that the global gaming industry cannot ignore.

As the gaming industry continues to evolve and expand, Xiamen has established itself as a strategic gateway for domestic game companies seeking to enter global markets with its prime geographical location, dynamic economic environment, and rich talent resources. Xiamen-based game companies have garnered global attention for their innovation and market performance. With the WN Conference Xiamen'24 on the horizon, Xiamen once again stands in the spotlight of the global stage to demonstrate its leading position and unlimited potential in the gaming industry.



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