



Registration is now open for Southeast Asia's Premier Gaming Convention's first industry conference

GAMESTART 2015 BUSINESS DAY – “GAMING IN ASIA: TRENDS & INSIGHTS”

Come hear from the experts, network with exhibitors and fellow industry professionals and experience the convention before the doors open to the public

A not-to-be-missed event for game developers, marketers or anyone considering a career in gaming, the inaugural GameStart 2015 Business Day is designed for anyone looking to expand their knowledge and gain insight into the gaming landscape. Bringing together industry experts from all aspects of the gaming ecosystem, topics will include game planning and design, how best to harness the marketing power of Facebook, understanding how eSports and live streaming are changing the dynamics of gaming globally, and much more.

Conference passes entitle the holders entry to the exhibition hall for all three days of the adrenaline-packed show, and gives them an exclusive first look on November 13 as the hall is reserved for media and trade visitors only.

GameStart 2015 Business Day will be held on Friday 13 November, 10am to 9pm. Tickets are available from <http://gamestart.asia/gamestart-2015/tickets/>

CONFERENCE PASS (VALID ON 13 NOV) – S\$150

- Full access to Gaming in Asia: Trends & Insights conference at Level 3, Suntec Convention Centre
- Full day entry to the exhibition hall on 13 November
- Invitation to attend the Official Opening Ceremony at 10am on 13 November
- Invitation to GameStart 2015 Gaming Night on 13 November

BUSINESS DAY TICKET (VALID ON 13 NOV) – S\$20

- Full day entry to the exhibition hall on 13 November
- Invitation to attend the Official Opening Ceremony at 10am on 13 November
- Invitation to GameStart 2015 Gaming Night on 13 November

BUSINESS DAY + WEEKEND TICKET (VALID ON 13 TO 15 NOV) – S\$42

- Full day entry to the exhibition hall on all three days
- Invitation to attend the Official Opening Ceremony at 10am on 13 November
- Invitation to GameStart 2015 Gaming Night on 13 November

Key speakers at GameStart 2015 Business Day include:



Hugues Ricour

Senior Producer, Ubisoft Singapore

Keynote Speaker

Hugues joined Ubisoft Singapore in 2009 and currently heads up the development of Assassin's Creed games for the studio. He is partnering with Ubisoft Montreal to produce high quality AAA content and continuously innovate. The most recent achievements of his teams include the Assassin's Creed III stunning Naval Battles, bringing to life the naval fantasy in Assassin's Creed 4 Black Flag and Assassin's Creed Rogue and exploring time anomalies in Assassin's Creed Unity. His teams are now involved in the development of the much anticipated Assassin's Creed Syndicate. Prior to joining Ubisoft, Hugues was Senior Producer at Electronic Arts. He grew up in France and has an engineering background.



Karen Teo

Head of APAC Gaming Sales, Facebook

“Grow and Market Your Game on Facebook”

Karen Teo came to Facebook with a decade of gaming marketing and business management under her belt. Having worked on brands from WoW to Xbox 360 to BioShock and NBA2K, she has seen first-hand the value of marketing in extending games across platforms, countries and communities. As the Head of APAC Gaming, Karen truly believes that Facebook brings games and gamers together, and that it can make a positive difference to any gaming brand – including yours.



Mark “MarkMan” Julio

Global Sponsorship and Community Manager, Mad Catz, Inc.

Aside from being the global lead for Mad Catz’ sponsorships and community outreach, MarkMan also is the lead for all fighting game related products at the company. He leads the business development for key partnerships with game publishers and developers, including Capcom, Bandai Namco Ent. and Arc System Works to name a few. Recently, MarkMan has assembled a team of gamers and individuals to represent the company as part of their Twitch team initiative. A huge supporter of content and streaming, MarkMan is looking to spread the joys of gaming (through Mad Catz) across the globe.



Louis Vigil

Support & Events Manager, SplitmediaLabs Limited

Panel Speaker

Louis Vigil began his career in gaming in 2010 by broadcasting various events in the fighting game community. After joining SplitmediaLabs in 2013, Louis became the manager of the end user support and live production team. SplitmediaLabs' live production team has been involved in a variety of gaming events all around the globe, highlighting SplitmediaLabs main products, XSplit Gamecaster and XSplit Broadcaster. SplitmediaLabs has recently launched initiatives such as Indie [Dot] XSplit and XSplit Elite which aims to support the growth of high quality content creation through all aspects of gaming



Norihiko Hibino

CEO, GEM Impact

“Game development strategy – Plan your game from concept to monetisation and marketing”

A graduate of Berklee College of Music and recipient of “Distinguished Alumni” award, Norihiko Hibino started his career as a solo jazz musician before relocating to Japan to work for Konami. During his tenure there, he became best known his work on Konami’s Metal Gear Solid and Zone of the Enders video game series, particularly as the composer of the soundtracks for Metal Gear Solid 2: Sons of Liberty and Metal Gear Solid 3: Snake Eater. After Konami, Hibino founded GEM Impact, a studio consisting of various composers and produced soundtrack for Metal Gear Solid franchises, Bayonetta series and some others. He started Hibino Sound Therapy Lab in 2009, focusing on therapeutic effect of music, and has released ultra-high definition sound system “Rinshu” providing physical & mental care for chronic pain, insomnia, and depression.



Kimihiko Miyamae

Producer, Planning Dept., Japan Region Game, DeNA

“Game development strategy – Plan your game from concept to monetisation and marketing”

Kimihiko Miyamae is a veteran game designer who has significant experience across both console and mobile platforms. He was part of the design team at Square Enix that created Final Fantasy IX, Final Fantasy X and Final Fantasy XI; and was Lead Designer for the Saga series and The Last Remnant. In 2009, he moved to mobile game venture Ateam Inc, where he directed & produced the world’s first mobile guild battle game “War of Legions”, before taking on his current role of Producer at DeNA in 2014.



Oo Gin Lee

Managing Director, GLOO PR

Previously the tech editor of The Straits Times, Singapore's leading English daily with over 1 million daily readership, Gin Lee brings with him over 15 years of experience in tech journalism. Gin Lee started his own tech and gaming PR firm in August 2015 and now runs an exciting four-person boutique agency out of a cosy office in Toa Payoh. His clients include Sony Computer Entertainment Singapore, ViewQwest, Oppo, Asus and Vanitee. Gin Lee's motto in PR practice is to put oneself into the shoes of the journalist and do everything to help the journalist get his or her work done more efficiently. Think like a journalist, anticipate his or her needs, respond quickly to requests and half the battle is already won.



Jesse Wu

CEO, Taipei Game Show Committee

With 20 years of experience in the game industry since 1995, CEO of Taipei Game Show Committee, Jesse Wu spares no effort in serving the game industry by organizing annual Taipei Game Show, promoting image of the industry and coordinating global sales expansio



Steve Tan

Deputy Head, Rajah & Tann Singapore LLP

“IP and Privacy : Staying ahead of the GAME”

Steve is Deputy Head and a key partner in Rajah & Tann Singapore’s TMT (Technology, Media and Telecommunications) practice group. Rajah & Tann is the largest South East Asian law firm with footprint in 9 Asian countries. Steve has been recognized as a leading lawyer in the PLC Cross-border Media and Communications Handbook 2009/10; and for TMT work in the Asia Pacific Legal 500, 2010 to 2015; and Chambers Asia Pacific 2013 and 2014; for Technology law in Best Lawyers 2013 to 2015 and in The International Who’s Who of Telecoms and Media Lawyers 2014. Steve is part of the firm’s TMT team that is ranked as tier 1 in the Asia Pacific Legal 500. Steve has advised extensively on a broad spectrum of intellectual property, entertainment, media, and technology related matters. His clients include those from the creative, sports, manufacturing, media, film, computer game and/or IT industries.