

Press Release

Lyon, Thursday, October 19th 2006

Game Connection goes Independent: a New Challenge!

Game Connection became an independent entity as of July 1st 2006, and is now part of a new privately owned company called Connection Events, created and directed by Pierre Carde, the former director of the Lyon Game association.

[Lyon Game and Connection Events: a partnership marked by trust.](#)

A page has been turned! Game Connection events, until this change, were organised by Lyon Infocité- Lyon Game association. They have now been transferred to Connection Events. Lyon Infocité- Lyon Game is nevertheless owner of the brand thanks to a partnership contract, guaranteeing its integrity. " *Connection Events was the natural choice because Pierre Carde has orchestrated Game Connection for five years, and his plans for the future will grow Game Connection and maximize its potential*, » confirms Philippe Gilbert, the association's President.

[Game Connection Succeeds in Asia and Reinforces its International Dimension.](#)

In Tokyo and in Shanghai in September 2006, Game Connection attracted more than 50 companies including publishers, developers, and outsourcing companies. More than 1200 meetings were organized during these two events. This first step will take Game Connection into Asia in 2007, becoming a major business event for the companies in the game industry.

Game Connection will maintain and reinforce its Lyon venue (5-7 December 2006), as the crossroads in the European video game industry. « *If historically Game Connection answered the needs of local developers, today it has extended its operations worldwide and gathers companies from more than 32 countries for each event. Since Asia was the last unoccupied ground, we extended Game Connection there, too (20-26 September in Tokyo and Shanghai)* », says Pierre Carde, Game Connection and Connection Events Director.

[Connection Events and Game Connection Lyon 2006](#)

With more than 300 companies (including at least 140 exhibitors) Game Connection Lyon 2006 is poised to become the premiere business-only event in Europe. « *Game Connection is a unique event in the video game industry. We have developed a very specific concept based on the successful online meeting planner which facilitates matchmaking among developers, publishers, and service providers*, » adds Pierre Carde, Connection Events Director.

Connection Events was created in July 2006 as an extension of the Game Connection activity, developed by the Lyon Infocité Game association. It focuses on the organisation of professional events with great added value, especially in the video game sector. Game Connection is still organized by the same people who are working hard to maintain the high level efficiency and the positive attitude they share with the association they come from.

[Last Call for exhibitors for Game Connection Europe](#)

Registration for Game Connection Europe Exhibitors closes on Friday October 20th. All attendees are entitled a free pass for the Serious Games Summit Europe taking place in Lyon on Monday December 4th!

CONNECTION EVENTS



GAME CONNECTION

Press Contact

Stan Baraduc, press@game-connection.com,

Tel +33 426 234 121, fax : +33 +33 (0) 426 299 868

Connection Events, 2, Rue des mûriers, 69009 Lyon, France



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