



Asia
Tokyo - Japon
September, 20-21, 2007

PRESS RELEASE

A NEW DESTINATION FOR THE BUSINESS CONVENTION: GAME CONNECTION @ TOKYO GAME SHOW

Lyon, France

June, 5th, 2007

A new trans-ocean alliance for Game Connection! After teaming up with GDC to organize its B2B event in America, Game Connection is proud to announce that a new partnership has been set up with the organizers of Tokyo Game Show to promote each other's events. Game Connection Asia will be at inside Tokyo Game Show during the first two business days.

GAME CONNECTION @ TOKYO GAME SHOW: A NEW DIMENSION

Tokyo Game Show is one of the main events in the world for the video game industry and unquestionably the main one in Asia. In addition to the domestic end-user audience, Tokyo Game Show is turning more and more business and international every year. For the first time this year the TGS will have two full-days for business – expo and conferences and the business audience is expected to be the largest ever. Game Connection and Tokyo Game Show have agreed to be partners for mutual promotion, and Game Connection Asia will be present at Tokyo Game Show from 2007. The alliance between Game Connection and Tokyo Game Show is going to reinforce the business and international dimension of this event, allowing industrials to meet together in an ideal environment.

FOCUS ON INTERNATIONAL BUSINESS

More than ever, Tokyo Game Show will be the place to be for all Japanese and Asian companies and Western companies willing to do business together. Game Connection @ Tokyo Game Show 2007 will take place in a quiet hall in Tokyo Game Show and will be held during the two business days of the event. Attendees are expected to come from all over the world with an increased participation from Japanese and Asian companies.

OPEN UP YOUR BUSINESS!

With changes in currency exchange rates, it's high time to look forward to Japan and Asia in general. The current situation in Asian markets makes it the right time to cross the gap of cultural differences and seize opportunities! Game Connection @ TGS 2007 will provide with the best offer of exhibitors and buyers from all over the world. Do not miss it!

TIME HAS COME FOR DEVELOPERS, DISTRIBUTORS AND SERVICE PROVIDERS TO SELL TO JAPAN

Game Connection @ Tokyo Game Show will help developers as well as publishers and service providers to meet face-to-face decision-makers from the most meaningful Asian companies – and their next partners are probably among them. While content buyers are looking for original concepts to acquire, technology providers must be aware that Japanese industry is now looking to efficient solutions to cut down on production costs but not on quality!

« We are convinced that such a partnership will help business between companies from all over the world and that it will lead to a successful long-term collaboration » says Pierre Carde, Managing Director of Connection Events (organizer of Game Connection). By then, let's see you again in Tokyo, September 20-21!

Since space is limited and registrations will run until August 17th, attendees can already start to register online. Early bird rates are still available until June 30th.



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About Connection Events

Created in July 2006, the company is a spin-off of Lyon Game, which initially launched Game Connection Europe. Game Connection is a business convention for the video game industry, taking place in Lyon (France) in December, San Francisco (California, USA) in March during the Game Developers Conference, and in Asia. Game Connection provides several different services, all geared toward the same goals: matchmaking between developers and publishers, network building and enhancement, and examination of projects and companies.

Game Connection enables business meetings between professionals in the video game industry, regarding the creation and the financing of video games. The event provides game developers a real opportunity to show their game concepts and their development abilities. It also provides publishers the chance to maximize their time and meet many developers in just one place.

Please Visit us on the web at www.game-connection.com