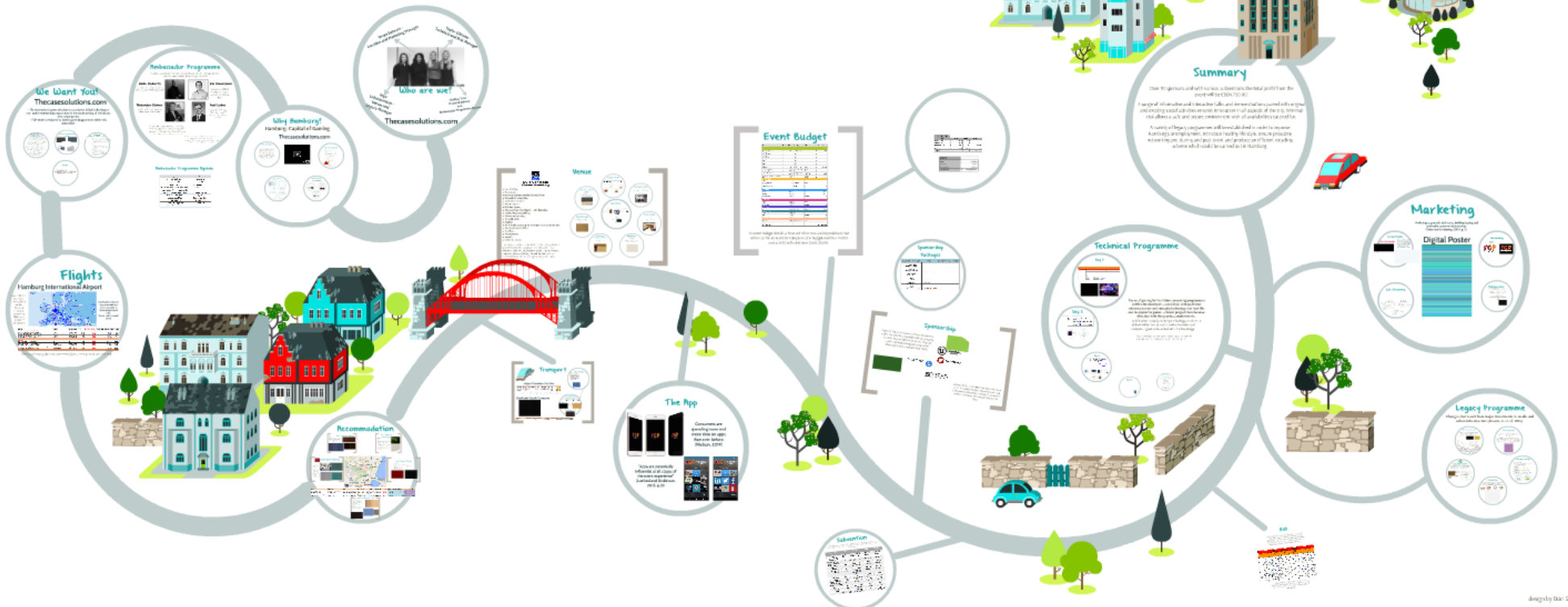




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PROTECTA - Promoting Civil Society in Serbia





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We Want You!
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Ambassador Programme
Beke Roberts, Kai Mourizak, Alexander Eibner, Paul Lohse

Why Hamburg?
Hamburg: Capital of Gaming
Thecasesolutions.com

Who are we?
Darya Sathwal - Location and Marketing Manager, Taylor Glavin - Technical and Risk Manager, Inga Urbaschote - Venue and Legacy Manager, Chelsea Tyler - Financial Advisor and Ambassador Programme Manager

Divya Satwani -
Location and Marketing Manager

Taylor Gilmore -
Technical and Risk Manager



Who are we?

Inga
Urbanaviciute -
Venue and
Legacy Manager

Chelsea Tyler -
Financial Advisor
and
Ambassador Programme Mentor

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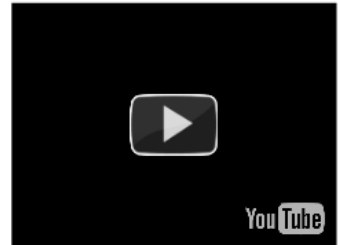
Why Hamburg?

Hamburg: Capital of Gaming

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Facts and Figures

- Hamburg is one of Europe's leading games industry centres.
- Online game developers in particular have been showing above-average growth, and the 75 game developers and publishing companies based in Hamburg constitute the largest employment segment.
- Generally, Hamburg supports businesses from Hamburg's gaming industry. The network was founded with the intention of developing Hamburg as an attractive location for the games industry.



Bars and Restaurants

- Bekaa - Lebanese Restaurant.
- Dwaraka - Indian Restaurant
- Restaurant El Toro - Spanish
- Shamrock - Irish Bar
- Kemps - English Pub
- Klimperkste (pub)
- Or there's always McDonald's!



Attractions

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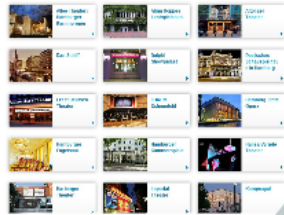
Hamburg Events

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Attractions

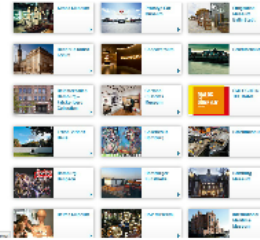
Theatres & Stages

ALL VENUES AT A GLANCE



Museums & Attractions

OVERVIEW OF ALL FACILITIES



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Churches



Kunstmeile Hamburg

"A day on Hamburg's Kunstmeile (art mile). Close to the main railway station, in the centre of the city of Hamburg, stretching out between the Town Hall, Glockengießerwall, Klosterwall and Steintorplatz, is Hamburg's Kunstmeile - an association of five renowned art institutions in the centre of Hamburg" (Hamburg Tourismus 2016).



Hamburg Events

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Wind Energy Hamburg September

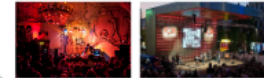
The international trade fair, WindEnergy Hamburg runs annually and provides a comprehensive overview of the current status and future prospects of the sector – along the entire value chain of the international wind industry, onshore and offshore.



Reeperbahn Festival

"Germany's largest club festival. One of the three most important meeting places for the music and digital industries in Europe" (Hamburg Tourismus 2016).

- 600 Wide-ranging events in more than 70 venues
- International newcomers, an extensive arts programme, and a business platform and conference for companies and organisations
- Over 30,000 visits
- Over 400 concerts featuring artists performing indie, pop, rock, folk, singer-songwriter, electro, hip hop, soul, jazz, and contemporary.
- More than 3,400 media representatives and professionals from 39 countries.



Haspa Marathon 17 April 2016

"Hamburg Marathon is the most traditional major sporting event in the Hanseatic city" (Hamburg Tourismus 2016).

- More than 18,000 amateur and world-class runners
- Up to 700,000 spectators
- Combines attractions in the Elbe metropolis: HafenCity, Inner Alster and Outer Alster, city centre along with pulsating districts like St. Pauli, the Karolinen district or Eppendorf.



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- The international game developers association (IGDA) is the largest non-profit membership organisation in the world serving all individuals who create games.
- FGP 2020 is exclusive to 2,000 game programmers within this association.

Thecasesolutions.com The Game Industry

- The 2015 OSS found employers switched game developers on average 2.7 times during the past five years, compared to 3.25 times in the 2014 survey (IGDA 2016)
- Global games market will be worth \$115bn in 2018 which represents a growth by 8% since 2014 (UKIE 2016)
- In 2014 US and China accounted for 47% market share (UKIE 2016)
- There were 1.6bn players worldwide in 2013 (Newzoo 2014)
- The average game sells 8,000 copies during the pre-order stage and additional 3,600 during the first month of sales (Steam Spy 2015)
- Computer games workforce is highly qualified with 83% of employees having a degree (Creative Skillsset 2011)

FGP 2020 FUTUROLOGY THEME



Mission Thecasesolutions.com

- igda**
IGDA
"To advance the careers and enhance the lives of game developers by connecting members with their peers, promoting professional development, and advocating on issues that affect the developer community" (IGDA 2016)
- FGP 2020**
"To inform game programmers on the potential future of the industry and to network with a diverse range of industry professionals."
- HAMBURG**
"To become a globally established MICE destination through cooperation with sponsors and partners, connections with local universities and implementing sustainable and economical policies."

Vision

"Advancing IGDA programmers skills, knowledge and industry connections through engaging participative experiences"

Heiko H

Founder and CEO of
Found and CEO of WH

Alexander

Founder and CEO
Founder of Schl

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The Game Industry

- The 2015 DSS found employees switched game developers on average 2.7 times during the past five years, compared to 3.75 times in the 2014 survey (IDGA 2016)
- Global games market will be worth \$113bn in 2018 which represents a growth by 8% since 2014 (UKIE 2016)
 - In 2014 US and China accounted for 47% market share (UKIE 2016)
- There were 1.6bn players worldwide in 2013 (Newzoo 2014)
- The average game sells 8,000 copies during the pre-order stage and additional 3,600 during the first month of sales (Steam Spy 2015).
- Computer games workforce is highly qualified with 63% of employees having a degree (Creative Skillset 2011)

Mission

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IGDA

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FGP 2020

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HAMBURG

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