Buenos Aires Trade Mission to Germany 2014

August 13th to 17th
Köln
Germany

The video game industry has a feature that is not repeated in every industry, every one of the products developed are% 100 "for export". Moreover, another advantage with which this industry has is flexibility when working with other industries (this advantage justified the organization by the Ministry of different activides business linkage with other sectors such as audiovisual, music or editorial) .

The main target market for developers is the United States and Canada, followed by the European market. For this reason, the Directorate General of Foreign Trade is pursuing a policy of international positioning for local video game industry, creating business opportunities for local developers, encouraging investment for small entrepreneurs, and developing small niche positioning views future.

The advocacy planning for the video game industry was overcoming stages based on the progress of the industry. Participating in the "Game Developers Conference" and "Game Connection" during the years 2009, 2010 and 2011 and co-organized EVA (and its first round of business sector, "Business Game" is looking to generate business for local businesses, empower, and implement international orbits local industry. The result was the positioning of our industry as a provider of video games that have a cost of no more than USD 10,000, for the most important video game market in the world, until the first trade mission was a niche. Currently, our Business Mission to Germany - which is from the year 2012 - our work is in a second instance, which are working for companies to enhance the development of the European market.

Working with ADVA - Vidoejuegos Developers Association Argentina - when developing a strategy of internationalization is part of the Directorate impetus given to this sector. An example of this work is the preparation intermediate entities, since 2010, of a Sectoral Plan for Internationalization. This plan in the planning and implementation of activities of internationalization with a background in set of two entities (TWT and ADVA).

CONTACT US

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Ministry of
Economic Development

Buenos Aires Ciudad

OKAM
OKAMSTUDIO.COM

Partners:
Ariel Manzur
Juan Linietsky
Martina Santoro
Max Mantegna
Lucas Gondolo

Management Team:
Martina Santoro
Lucas Gondolo

Industry:
Videogames and Transmedia Content

Company Launched Date
May 2010

Number of employees:
We are in the process of becoming a 12 member studio

Name of some clients
Square Enix (Japon)
Daedalic GmbH (Alemania)
Sergei Klimov (Russia)
Kalypso Media (Alemania)
Thumbstar (Reino Unido)
CMD (Argentina)
Inkky Games (United States)
Disney Latinoamérica (Argentina)
Paka Paka (Argentina)
Qb9 (Argentina)
Folimage (France)
Ayllu Animations (Argentina)
Cartoon Saloon (Ireland)
O Pato Professional Productions (Portugal)
Imagin8r (Canada)
Artists Raising Consciousness (Canada)
Monits (Argentina)

Name of Some Alliances / Partners:
Daedalic GmbH (Alemania)
Square Enix (Japon)

We are one of the few studios in Argentina that has developed our own technology (the GODOT engine) that allows us to work freely in any platform we want to. We are licenced for IOS, Nintendo and SONY and we are developing for the following platforms:PC, Mac, Linux; iOS (iPhone,iPod,iPad), Android (2.2+) and BB PlayBook (QNX);ChromeStore ;PS3,PSP,PSVita; Wii, 3DS; Facebook; Flash 2012 reel here.

We are the only Argentinean Studio developing a mobile videogame for Juan José Campanella and CMD`s METEGOL. And we are having our first co production experiences with DAEDALIC and Square Enix. You can see some experimental work on interactive books for third parties: Interactive Book App for Irish Studio and another Cartoon Saloon`s Secret of Kellsproto for Daedalic´s book "Living Stories" (playable proto:).

We are also developing our first transmedia co production: "The Adventures of Dog Mendonça & Pizza Boy". Here is more information about it: since it was conceived as a complex universe, full of compelling stories and attractive characters, to broaden the experience we have created several entertainment properties, with an independent life, that will work as multiple entry points into this universe. Each of these products will develop different aspects of the plot and different time frames for the viewer to unravel all the mysteries surrounding the Dog Mendonça Universe across an array of Medias:
a) you can download a presentation of the universe In this link (the characters, the settings,etc), the transmedia approach (the editions, the videogames), the authors, Dark Horse Comics etc. (You can also check out Mr. Landis and Mr. Romero comments on the comics!)
b) In these links you can read some of the short stories specially madeforDarkHorse: Short Story 1; Short Story 2; Short Story 3; . They can be a nice intro to the whole world Short Story 4and characters too.
c) In this link you can take a look at the game presentationand of the game and here short treatmentIntroduction Video (SPOILER ALERT!) of the DEMO of the game. And if you want to try the 2 hour long DEMO download it from (the user: lorenzo ; the http://www.okamstudio.com/dog/password: lamas) and choose for which platform (PC /MAC ; Android or IPAD 2/3).
d) In addition we have been awarded on Annecy - Creative Focus 2013 and also in the Rio Content Market 2013.

redkatana
CUTTING THROUGH

Founder
Martín Cao

Industry
Videogames and Interactive Content Developers

Company Launch Date
February 2010

Number of Employees
10

Name of some clients
Samsonite, Ab-Inbev, Pepsico, Antonio Banderas Fragrances, Danone, Unicef, Making Fun

Looking for
Strategic Partners or Clients to develop videogames and other interactive content

Funding
We are also looking for strategic partners or VCs to develop a series of Multiplatform Midcore Games.

Value proposition
Red Katana produces High Quality Midcore Videogames and Interactive Content combining Creativity, Art and Technology.

The **Market**
Videogame Development, Digital Content Development, Digital and Interactive Advertising

Products **and** **Services**
We develop Games and Apps for the Internet and Mobile Devices, specializing in Web and Mobile platforms. We are focused on developing in Unity 3D.

Competitive **Advantage**
Thanks to our Network of multidisciplinary professionals we can build up the best team to develop a project according to its needs. We offer competitive costs and a world-class product and service delivery.

Business **Model**
Develop Videogames and Interactive Content for Publishers and companies Offshore, delivering excellent products at competitive costs, creating long-term relationships. We offer our own games and also WFH + royalty models.

Experiences
Brew Masters Videogame for iPhone had over 200,000 downloads. Antonio Banderas game was played more than once by 80% of the users.
Ringtones Plus for iPhone had over 20,000 Downloads in a month and a +3,000 registered users database.
Our 3D Animated Videos were used in TV Ads for Pepsico.

Awards
Winners of "BAE Emprende" 2010, FONSOFT 2010, Capital Semilla 2011.

ADVA

Buenos Aires Ciudad

AHK MERCOSUR

Cámara de Industria y Comercio
Argentino-Alemana
Deutsch-Argentinische
Industrie- und Handelskammer

SENSCAPE

Management Team
Agustín Cordes

Industry
PC and mobile games

Company launched date
2010

Number of Employees
3

Name of some clients: -

Name of Some Alliances / Partners:

Valve (Steam distribution), CD Projekt (GOG distribution)

Value proposition
Even though it's relatively young, Senscape has positioned itself as one of the most renowned game companies from Argentina with international recognition. We strive to deliver memorable titles of great quality, and we love working closely with our enthusiastic fans.

Product or service
Our flagship title is Asylum, an ambitious horror adventure that has become highly anticipated in many popular websites such as IGN, Rock Paper Shotgun, The Escapist, Adventure Gamers, etc. We also develop our own open sourced game engine called Dagon.

Competitive advantage
Asylum is among the best looking adventure games in the market. Its approach to modern gaming, featuring a simple and polished interface, as well as cutting edge graphics, makes the title stand out from other adventures, and even some expensive AAA titles.

Business model:
We produce our own titles with our own pace and budget. Later we may market and sell the games ourselves (through our own website or platforms like Steam) or license them to publishers for distribution in other countries.

Experience and success stories
Asylum was successfully Greenlit on Steam following a two-month campaign. It's the first Argentinian game to achieve this goal. Shortly after, the final stages of development were funded via Kickstarter. The campaign raised USD 120.000, the largest sum achieved by a videogame in Latin America.

Other relevant information
Asylum builds upon the strong success of Scratches, previously developed by Agustín Cordes. Released in 2006, the title sold well over 300.000 units both in retail and digital markets in a dozen different countries, and is considered a modern adventure game classic by the specialized press and fans.

BARBACUBE

Management Team:
Adrian Simonivich (President)
Andres Zardain (COO)
Ariel Nehmad (CTO)
Adrian Rodera (Art Director)

Industry:
Videogames

Company Launched Date
September 2013

Number of employees:
7 (seven)

Name of some clients
Cartoon Network
Disney

Name of Some Alliances / Partners:
Flare 3D
SIA Interactive

The Market
We develop Multiplatform Videogames, both mobile and Online, as services for brands such as Cartoon Network and Disney. At the same time we develop our own IP for publishing videogames.

Product or service
3D real-time games

Competitive advantage
In comparison with our competitors our technology is mature and ready to implement

Business model
Games as service and games for Publishing.

Experience and success stories
Zynga has chosen our technology to build Farmville 2, one of the most successful social game in the market

Other relevant information
Our partner engine was selected by Zynga to develop their most successful game: Farmville 2.

PigmalionStudios
www.pigmalionstudios.com

Management Team:
Marcelo Klein

Industry:
Videogames - Software

Company Launched Date
03 / 2011

Number of employees:
8

Name of some clients
TELEVISION FEDERAL SA (Telefe)
Agencia Don
Reebok & other brands
El Grafico

Name of Some Alliances / Partners:
Microsoft
IBM
ADVA
Vurbia Technologies (Infrastructure).

The Market
- Mobile Casual Gamers, across the globe, specializing in N. America and Asian markets.
- Web games for social networks
- Agencies that need to support / enhance campaigns.

Product or service
We develop games from concept to product including Game Design, Level Design, Game Development, 2D & 3D Art, Music & FX.
Also we make our own products for the mobile stores aimed at casual gamers, and we seek publishers to help us grow games.

Competitive advantage
The team is incredible talented and works together all the time.
We can deliver a game as fast as 3 weeks from start to finish – depending on scope of course.
Our users love our games, you can check the reviews!

Business model
Most of our games follow the freemium model, so the user can try aout and get used to the mechanics. Usually the game is backed by ads or using in app puchases for coins / characters or other enhancements to move faster.
For games on request, we usually get the idea, work on a proposal and then send a project scope and estimate price.

Experience and success stories
We've been doing mobile games since we started. Our games got several awards at marketing competitions.
The game 'Aliados Misiones' was a companion game for a teen TV series and had really good metrics for revenue / users, engagement and app store reviews

Other relevant information
Latin Lover Game – Bronze Award in FIAP Modo Ppanema..

Management Team:
Guido Villaverde

Industry:
Videogames - Software

Company Launched Date
2014

Name of some clients
Paka Paka Chanel
Edu.ar web site

Name of Some Alliances / Partners:
Sony Computer and Entertainment of America

The Market
The market we're aiming for consists of players that are looking for deep experiences, usually brought to them by small and independent game developers.
In that regard, platforms as Steam and PlayStation Network are now a days giving a big place for products like ours.

Product or service
The videogame we're currently developing is called "Nubarron: the adventure of an unlucky gnome". It digs in the relationship between two main characters: Gnome and Cloud (a stormy cloud that follows Gnome everywhere he goes).
Cloud will bring bad luck and misfortune into Gnome's life, but at the same time it will be of great help during his trip through the enchanted woods.
During the game a dilemmatic and tense relationship between both of them will develop.

Competitive advantage
We create our own game ideas, bringing innovation and diferentianting ourselves from the huge offer that exists today in the independent videogame market.
Our team leans on constant research, development and critical analysis to bring high quality products and deep conceptual development to our games.
The team possesses all the skills needed to develop a game from start to finish, including art and music, so we don't have to outsource anything.

Experience and success stories
We have a combined experience in software development in general and videogames in particular. We've used different development techniques acording to the needs of each project.
Currently we're doing some social media marketing of Nubarron and it's gaining a lot of traction.