

#PGW
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PARIS EXPO
PORTE DE VERSAILLES

**PARIS
GAMES
WEEK**

**PRESS
RELEASE**

Paris, September 12, 2024

IN 2024, PARIS GAMES WEEK REINVENTS ITSELF WITH AN EVEN MORE AMBITIOUS BUSINESS COMPONENT

For its 2024 edition, Paris Games Week is taking a new step forward in its vocation as a unifying event for the entire French and European video game ecosystem, with B2B activations on an unprecedented scale and in partnership with CMS.

“Future of Gaming by CMS”: a large debate stage featuring the best talents in the industry

In partnership with the law firm CMS Francis Lefebvre, a member of the CMS network, and with the support of the Syndicat national du jeu vidéo, PGW will feature a brand-new stage of conferences on the challenges facing the video game industry.

“Future of Gaming” is both a stage and a space for business meetings, bringing together the industry's leading experts and professionals: game creators, publishers, investors, lawyers, associations, politicians and public authorities.

Over 5 days of round-table discussions, interviews and keynotes, covering tech, legal and tax issues, as well as societal and business issues, an exceptional panel of experts will lead the industry's major debates, while shaping the future of video games.

Each day will be devoted to one of the crucial issues shaping the gaming industry:

- Gaming industry challenges;
- Game France : invest in video game industry;
- Pop cultures and gaming cultures;
- The esport develoment;
- Video games, what talent!

The full program of “Future Of Gaming”, as well as the list of speakers, will be revealed in the coming weeks.

A new “Business VIP” area: to bring together video game professionals, investors and major brand partners

Adjacent to the stage, the brand-new “Business VIP” area, designed for networking, will encourage exchanges between studios, publishers, institutions, investors and major PGW partner brands, including CMS lawyers, based in France and abroad.

“Invest in France”: a day to accelerate investment in the French video game industry - October 24

In partnership with the Syndicat national du jeu vidéo, a major “Invest in France” day will be held on stage and in the “Business VIP” area.

The event will bring together the best of the companies present in France, on the one hand, and French and international investors (VCs, generalist funds, banks), on the other. The aim is to unblock private investment in the French video game industry.

“Paris Game Biz”: a B2B event outside PGW - October 23

Organized by Capital Games, “Paris Game Biz” is a unique gathering of premium meetings and business workshops for industry professionals. 60 studios and 30 French and international publishers and backers will be on hand for a full day of discussions.

Held outside the walls of PGW, and in parallel with the show, this first edition will encourage synergies and the realization of projects between creators and financiers in the video game ecosystem.

With the support of the CNC, the Direction Générale des Entreprises, Business France and CMS, Paris Games Week is asserting itself, with renewed ambition, as the must-attend business event for the video game industry in France and Europe.

PRESS CONTACT

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About SELL - Union of Video Game Publishers - www.sell.fr
SELL is the professional association representing video game publishers in France. SELL has twenty-six members. It promotes and defends the collective interests of video game publishers in their different fields, helps structure the market and supports its recognition by all professionals, public authorities and consumers. SELL represents the Industry's commitment to responsibility through actions promoting diversity in video games. SELL supports and provides information about the PEGI European standard, a rating system for video game content that provides reliable information that is easy to understand in label format on all video games, whether they are sold physically or digitally. SELL is also the creator and organiser of Paris Games Week launched in 2010. The Chairman of SELL is James Rebours and the General Delegate is Nicolas Vignolles.

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