FIRST PLAYABLE

WHERE GAMES GROW

6 - 7 JULY 2023

NANA BIANCA | LUNGARNO SODERINI 21, FLORENCE

PROGRAM

◆ AUDITORIUM
◇ LUNCH AREA
◆ RELAX AREA INDOOR
□ RELAX AREA OUTDOOR

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WEDNESDAY, JULY 5

5.00 PM – 7.00 PM — **Check-in and badge distribution**

THURSDAY, JULY 6

FROM 9.00 AM — **Check-in and badge distribution**

10.00 AM – 6.00 PM — **Business Meetings**

11.00 AM – 12.00 AM ◆ **The (not so) hidden features of Unreal Engine 5**, w/ Matteo Sosso, Co-Founder & Game Director at Untold Games

12 PM – 12.45 PM ◆ **Business and legal tips for video game developers** w/ Francesco De Rugeriis, Senior Associate at LCA Legal Firm

1.00 PM – 2.00 PM ◆ **PEGI, the pan-European age rating system for video games: the self-regulations and its evolution** w/ Jennifer Wacrenier, Senior Operations & Communications Manager at PEGI

2.00 PM – 3.00 PM ◆ **TikTok and the concept of gaming entertainment**, w/ Simona Campanale, Content Partnerships Manager, Italy at Tik Tok

3.00 PM – 3.30 PM ◆ **Next Level – How to Win in Gaming** w/ Tobias Knoke, Head of Gaming at EMEA Partnerships Solutions at Google

3.30 PM – 4.00 PM ◆ **Crossplatform Gaming Solutions** w/ Emanuele Nobili, Sales Manager, AppDev Gaming at Google

4.00 PM – 4.30 PM ◆ **How to Soft Launch a Mobile Game in 2023** w/ Pietro Bagnasco, Mobile App Ads Partnerships Manager – Southern Europe at Google

7.00 PM – 8.00 PM □ **Italian Video Game Awards Pre-Show**

8.00 PM – 9.00 PM ◆ **Italian Video Game Awards Ceremony**

9.00 PM – 11.00 PM □◆ **Italian Video Game Awards Party**

FRIDAY, JULY 7

9.00 AM – 10.00 AM ◇ **Women in Games Breakfast Meet up** sponsored by Fondazione VIGAMUS

10.00 AM – 6.00 PM — **Business Meetings**

10.30AM – 11.00AM ◆ **Treebu forests in Italy as allies of a more sustainable future**, w/ Giacomo Alberini, CEO & Co-Founder at Treebu

11.00 AM – 11.30 AM ◆ **Bologna Game Farm, the public accelerator for video games** w/ Lucia De Siervo, Head of Culture Economy and Youth Policies at Regione Emilia-Romagna and Sara De Martini, Project Manager at Bologna Game Farm

TETRIS ROOM

41. MEETING POINT
42. MEETING POINT
43. MEETING POINT
44. MEETING POINT
45. MEETING POINT
46. MEETING POINT
47. MEETING POINT
48. MEETING POINT
49. MEETING POINT

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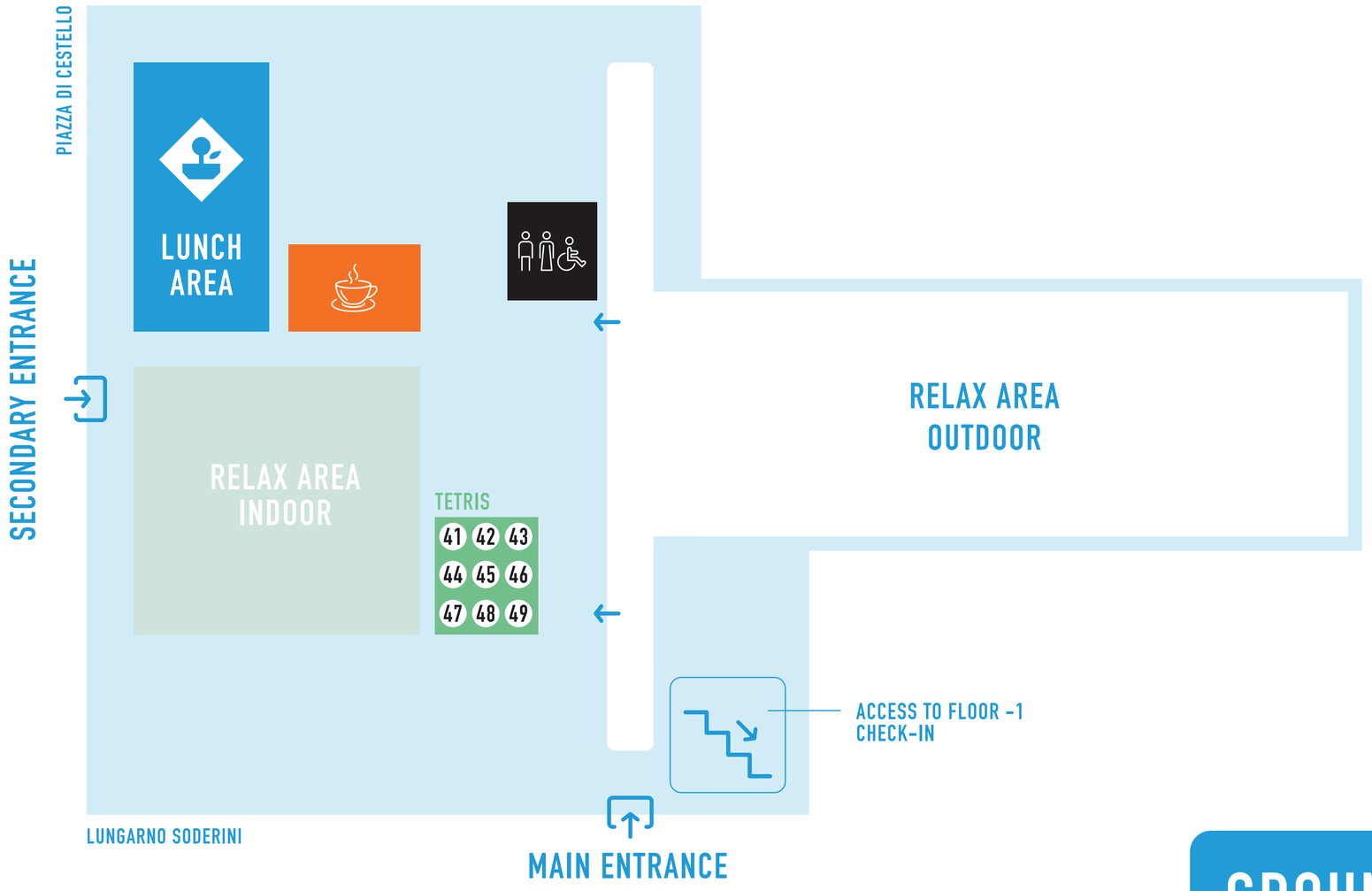


GROUND FLOOR

DONKEY KONG ROOM

1. 34BIGTHINGS
2. ACER
3. BOLOGNA GAME FARM
4. CINECITTÀ GAME HUB
5. RED BULL
6. ZAGAROLO GAME HOUSE

PONG ROOM

7. MINISTRY OF CULTURE
DIRECTORATE GENERAL
FOR CINEMA & AUDIOVISUAL

FOYER

8. PEGI
- IIDEA
- TOSCANA FILM COMMISSION

SPACE INVADERS ROOM

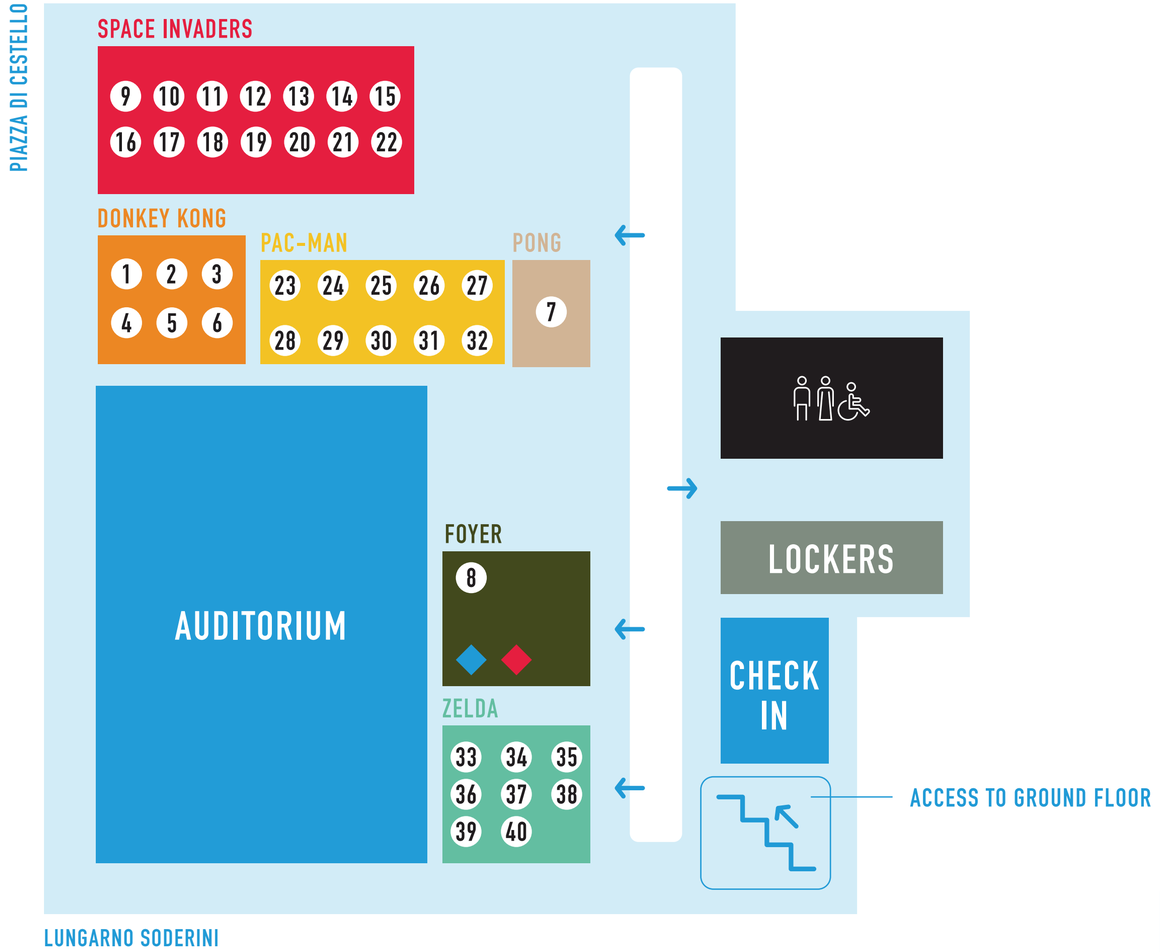
9. AWS FOR GAMES
10. AMPLIFIER GAME INVEST
11. BANDAI NAMCO EUROPE
12. CHUCKLEFISH
13. DEVOLVER DIGITAL
14. DOUBLE JUMP CAPITAL
15. EPIC GAMES / UNREAL ENGINE
16. FOCUS ENTERTAINMENT
17. FOREVER ENTERTAINMENT
18. GLOBAL TOP ROUND
19. HEADUP
20. GOOGLE
21. ICEBERG INTERACTIVE
22. KEPLER INTERACTIVE

PAC-MAN ROOM

23. LOCKWOOD PUBLISHING
24. MARVELOUS EUROPE
25. NACON
26. NINTENDO OF EUROPE
27. NOODLECAKE
28. PLAYSTACK
29. PLUG IN DIGITAL
30. PQUBE
31 RAW FURY
32. SECRET MODE

ZELDA ROOM

33. SLITHERINE
34. SOEDESCO
35. SQUARE ENIX COLLECTIVE
36. TEAM17
37. THE POWELL GROUP
38. TRIPLE DRAGON
39. VENTURECAPITAL.GAME
40. WIRED PRODUCTIONS



FLOOR -1

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ORGANIZED BY

IDEA
Italian Interactive Digital Entertainment Association

TOSCANA FILM COMMISSION

POWERED BY

MeetToMatch

SUPPORTED BY

madeinitaly.gov.it

Ministry of Foreign Affairs and International Cooperation

ITA
ITALIAN TRADE AGENCY

fondazione sistema toscana

nana bianca

PEGI Pan European Game Information
20 YEARS 2003-2023

SUSTAINABILITY PARTNER

treebu

DIAMOND PARTNERS

Google

UNREAL ENGINE

SILVER PARTNERS

acer

aws
AWS FOR GAMES

LCA

Maga
animation studio

TikTok

PARTNERS

34BIGTHINGS

BROKEN ARMS GAMES

CLIMAX STUDIOS

MEMORABLE GAMES

WOMEN IN GAMES