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**AFRICA GAMES AND DIGITAL APPLICATIONS INITIATIVE CONFERENCE 2019**

**THURSDAY, 31 OCTOBER 2019, DAY 1: STRATEGY**

**EGYPT APP CUP**

11:00 - 13:00 **Egypt App Cup to take place in the Workshop Area**

**OPENING CEREMONY**

*Welcome and introduction by key stakeholders of the Africa Games and Digital Applications Development Initiatives. Discussion will revolve around the vision and mission of this visionary initiative and set specific goals for its development as an uplifting move for the continent.*

13:00 – 13:10 **Welcome address from the organisers**

13:10 – 13:20 **Key address**

***H.E Dr. Amr Talaat, Minister, MInistry of Communication and Information Technology, Egypt (TBC)***

13:20 – 13:30 **Announcement of the Egypt App Cup winner**

13:30 – 14:00 **Official VIP tour of the exhibition and break**

14:00 – 14:45 **Opening panel discussion: Challenges and opportunities for gaming and app development in Egypt**

***Eng. Hala Elgohary, CEO, ITIDA***

***Dr. Hossam Othman, VP, ITIDA***

Huawei\*

Microsoft\*

Google\*

Apple\*

Playstation\*

**HUAWEI HMS INTRODUCTION**

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14:45 – 15:15 **HUAWEI Mobile Services introduction and ecosystem development strategy**

- Build an all-scenario and Intelligent Ecosystem with Huawei Mobile Services (HMS)
- Joint Ecosystem - Innovative Future—HUAWEI AppGallery Introduction

15:15 – 15:30 **Break**

15:30 – 16:15 **The importance of gaming and app development to regional economic diversification and development and the role of government policy to encourage entrepreneurship**

- Africa's gaming investment profile and predicted climate
- Forward-thinking companies to discuss the future of the game industry
- Companies or individuals outside of the game space who are doing amazing work that feeds back into game innovation
- Minimising the red tape - regulations, customs and censorship

*Ali Riza Kucuk, Regional Consumer Director, Intel Corporation*

PlayStation\*

Nvidia\*

Rovio\*

### **PUBLISHERS, ENGINES AND PLATFORMS**

*Touching on some of the most exciting engines and platforms strategies and what they offer to the industry and the publisher's view on the future of esports*

16:15 - 16:30 **Competitive gaming strategies for the future of esports in Africa and globally**  
Ubisoft\*

16:30 – 16:50 **Unity explored**

*Ed Wills, Education Services Manager, Unity Technologies*

16:50 – 17:10 **Unreal Engine and the Epic ecosystem**

*Joseph Azzam, Technical Evangelist, Epic Games*

17:10 – 17:30 **Break**

## **ENABLING THE DIGITAL ECONOMY THROUGH GAMING AND APP DEVELOPMENT**

*An essential part of any industry is the ability to run an effective, profitable business. The session will endeavour to elaborate on key business areas where attention must be given to ultimately achieve success. These will include partner engagement, community management and building loyalty and general business and marketing tactics that will enrich the company.*

17:30 - 17:50 **Payments**

*Sahar Salama, CEO & Founder, TPAY Mobile*

17:50 – 18:10 **Production & Team Management**

- Managing game production, no matter the size or scope - from massive budget AAA console games to emerging platforms with new challenges
- Keep teams and projects on track and increase efficiency along the way to ship games on time

*Paulo Luis Santos, Head of Studio, Flux Games*

18:10 – 18:30 **Community management**

- How to build and maintain user loyalty and enthusiasm through the ups and downs of community opinion and adoption
- Align the community's needs and interests with company goals

*GB Arena*

18:30 – 18:50 **Next level experience – AR/VR and its potential**

HTC\*

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**FRIDAY, 01 NOVEMBER 2019, DAY 2: DEVELOPERS**

MAIN STAGE	WORKSHOP AREA
<p>14:00 - 16:00 <b>HUAWEI Partners Story sharing</b></p> <ul style="list-style-type: none"> <li>● Watchit</li> <li>● Otlob</li> <li>● Iqraaly</li> <li>● valU</li> <li>● MenaMobile</li> <li>● Onemena</li> <li>● Bey2ollak</li> <li>● Liveme</li> </ul> <p>15:00 - 17:00 <b>HMS Core - Help developers to achieve efficient development, rapid growth and flexible monetization</b></p> <ul style="list-style-type: none"> <li>● HMS-Core introduction</li> <li>● Account &amp; IAP Kit</li> <li>● Quick App</li> <li>● HUAWEI Ability Gallery</li> </ul>	<p>13:00 - 14:00 <b>Challenges of AAA games for indie</b></p> <ul style="list-style-type: none"> <li>● Knights of Light release trailers</li> <li>● Game showcase</li> <li>● Challenges and potential within the game industry for the MENA region</li> <li>● AAA games for indies - tips and tricks</li> </ul> <p><i><b>Ahmed Fouad, CEO and Co-Founder, Rumbling Games Studio</b></i></p> <p>14:00 - 14:30 <b>A blast in Unreal</b> <i>A live build of a quick and fun game inside of Unreal, while making the most of the latest features added to the Engine</i></p> <p><i><b>Joseph Azzam, Technical Evangelist, Epic Games</b></i></p> <p>14:30 - 15:00 <b>Unity workshop</b></p> <p><i><b>Johana Riquier, Business Development Manager - Games Division - Enterprise Partners, Unity Technologies</b></i></p> <p>15:00 - 15:45 <b>Gestalt effect - Filling the gaps using player imagination</b></p>

	<p><b><i>Mohamed Kapiel, Game Creative Director, Nibla Games</i></b></p> <p>15:45 - 16:45 <b>Gameplay design for rapid prototyping and production</b></p> <p><b><i>Omar Shalata, Game Design Director, Nibla Games</i></b></p> <p>16:45 - 17:15 <b>The Future of Digital Experiences – leveraging the opportunities of today’s consumer</b></p> <ul style="list-style-type: none"> <li>● Looking at trends and how developers can pitch their             <ul style="list-style-type: none"> <li>○ Solutions</li> <li>○ Offering to new markets</li> <li>○ Consumers</li> </ul> </li> </ul> <p><b><i>Paulo Rizzardini, Chief Commercial Officer, Mondia</i></b></p>
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**SATURDAY, 02 NOVEMBER 2019, DAY 3: DEVELOPERS**

MAIN STAGE	WORKSHOP AREA
<p>10:00 - 12:00 <b>HUAWEI Themes - How to benefit from HUAWEI Themes as a themes designer</b></p>	<p>10:00 - 10:30 <b>Flux Golden Rules - insights on game design, feedback and UX</b></p> <p><b><i>Paulo Luis Santos, Head of Studio, Flux Games</i></b></p> <p>10:30 – 11:00 <b>How to run CRM campaigns</b></p>

<ul style="list-style-type: none"> <li>● HUAWEI Themes introduction</li> <li>● MENA Themes Campus themes design competition</li> <li>● Designer Story</li> <li>● HUAWEI Themes Workshop</li> </ul> <p>12:00 – 13:00 <b>Break</b></p> <p>13:00 – 15:00 <b>HMS-Core integration awarding</b></p> <ul style="list-style-type: none"> <li>● Winner Awarding</li> <li>● Winner experience sharing</li> </ul>	<p><b>(in-app &amp; push notifications) to increase retention and monetization for mobile games</b></p> <ul style="list-style-type: none"> <li>● Why retention is important</li> <li>● Monetization 101: Some successful examples</li> <li>● Monetization framework: A new framework to find hypothesis &amp; run data-driven experiments</li> <li>● How to leverage Inapps messages &amp; push notifications to improve the purchase funnel</li> </ul> <p><i>Kevin BRAVO, Partner, 2nd Potion</i></p> <p>11:00 – 12:00 <b>Real-time rendering and architectural visualisation</b></p> <p><i>Rana Nashaat, Game Art Director, Nibla Games</i></p> <p>12:00 - 12:35 <b>VR games for healthcare and pain management</b></p> <p><i>Nourhan Ashraf, VR Unity Developer, Nibla Games</i></p> <p>12:35 - 13:00 <b>This is Hajwala</b></p> <p><i>Hussam Al-Natour, CEO, Rababa Games</i></p>
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13:00 - 17:00 **On-stage competitions**

13:00 - 14:00 HMS - Core competition



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14:00 - 15:00 Fast APP competition  
15:00 - 16:00 HAG competition  
16:00 - 17:00 HiAI competition

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