



# African GAMES coproduction market



Press release

African Games Coproduction Market (AGCM)

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## 9 video games projects of African indie Studios selected for the AGCM 2021-2022

On November 23<sup>rd</sup>, during the [Games Week Berlin Pro X Dev Booster](#), SpielFabrique will present the 9 winners for African Games Coproduction Market:

PC & Console Games Category	Mobile Games Category
<i>Awa</i> – <a href="#">Kayfo Game Studio</a> – Senegal	<i>Doba-Dash</i> – <a href="#">SpaceSalad Studios</a> – South Africa
<i>Hiru</i> – <a href="#">Kunta Content</a> – Kenya	<i>Karmzah Run</i> – <a href="#">Leti Arts</a> – Ghana
<i>Usoni</i> – <a href="#">Jiwe Studios</a> – Kenya	<i>Rapz!</i> – <a href="#">Alkamaize</a> – South Africa
<i>The Edge Project</i> – <a href="#">Lanterns</a> – Tunisia	<i>Responsible Mboa</i> – <a href="#">Kiro’o Games</a> – Cameroon
	<i>Riziki</i> – <a href="#">Weza Interactive Entertainment</a> – Kenya

The 9 projects were selected among 46 applications by a pre-selection jury and a final jury composed of African and European video games industry experts. The selection is based on 5 main criteria: the quality of the concepts, the professional level of the team and studio, the relevance of the market analysis, the ambition of the company and their interest in co-producing their games with an European studio.

The pre-selection jury evaluated 46 applications and pre-selected 17 of them, which have been then invited to pitch their projects and to be interviewed by the final jury on the 10<sup>th</sup> of November 2021. Because of the high quality of the pitches the jury decided to select one studio more than planned.

Pre-selection jury	Final Jury
<ul style="list-style-type: none"> <li>• <a href="#">Kolja Bopp</a>, Founder and CEO of Cultural Games – Germany</li> <li>• <a href="#">Eduardo Cachucho</a>, Programme Manager, Digital Lab Africa – South Africa</li> <li>• <a href="#">Francis Ingrand</a>, Founder and CEO of Plug-In Digital – France</li> <li>• <a href="#">Sylvain Mochet</a>, QA Lead, Orange - France</li> <li>• <a href="#">Vulane Mtibembu</a>, Goethe Institut Johannesburg – South Africa</li> <li>• <a href="#">Flora Mutere-Okuku</a>, Assistant Lecturer at Technical University of Kenya</li> <li>• <a href="#">Johana Riquier</a>, Founder of Gamerging – United Kingdom</li> <li>• <a href="#">Christopher Wulf</a>, Business Development Consultant – Germany</li> <li>• <a href="#">Yves le Yaouang</a>, Chief Content Officer, Focus Interactive – France</li> </ul>	<ul style="list-style-type: none"> <li>• <a href="#">Thierry Baujard</a>, Co-founder of SpielFabrique – Germany</li> <li>• <a href="#">Isabelle Droin</a>, Head of games partnerships at Orange – France</li> <li>• <a href="#">Evelia Gadegbeku</a>, Head of Marketing communication at Enter Africa – Burkina Faso</li> <li>• <a href="#">Odile Limpach</a>, Co-Founder of SpielFabrique - Germany</li> <li>• <a href="#">Wendi Ndaki</a>, Freelance Writer at Games Industry Africa – Kenya</li> <li>• <a href="#">Michael Oscar Esio</a>, Founder of Africacomicade - Ghana</li> <li>• <a href="#">Stephan Reichart</a>, Managing Director, Devcom global - Germany</li> <li>• <a href="#">Emmanuel Yao</a>, Associate Director, Production Services - Ubisoft Singapore</li> </ul>

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## Ubisoft and Orange “AGCM Awards” Ceremony at the Africa Games Week on 9 December

On 9 December 2021, three projects (*Awa*, *Hiru* and *Usoni*) for PC & Console will be awarded the *Ubisoft Game Concept Prize* by Ubisoft during a ceremony at the Africa Games Week in Cape Town (South Africa) to finance the development of their prototypes. Five projects (*Doba-Dash*, *Karmzah Run*, *Rapz!*, *Responsable Mboa* and *Riziki*) for Mobile will be awarded the *Orange Game Concept Prize* by Orange during a ceremony at Africa Games Week to finance the development of their prototypes.

*The Edge project* developed by Lanterns in Tunisia will benefit from the mentoring and coaching of the AGCM programme. Looking at the high-quality level of their concept and their studio, the final jury decided to select them. The AGCM programme will offer them access to financing and business opportunities to support their game and studio development.

### AGCM mentoring programme: giving the keys of the video games market to African developers

Starting in December 2021, the studios will attend a mentoring programme of 6 months, composed of several milestone events. SpielFabrique will organize a workshop at the Africa Games Week in Cape town on the 9 December. The studios will participate in online mentoring days. The first one will take place on the 19 and 20 January 2022 and one on the 15 and 16 March 2022. During the mentoring days, experienced experts and mentors will meet the studios to improve their concepts and prototypes. The goals of the mentoring will be to provide support to the studios as they develop their:

- co-development model
- financing strategy
- business model
- relationships with potential co-producers in Europe in order to further finance and develop their games.

At the end of the programme, in April 2022, the 9 African studios will be invited in Germany to pitch their projects to selected European studios in the Coproduction market. The goal of the African Games Co-production Market is to foster collaboration between Indie Games Studios in Africa and Europe. With the support of a European co-producer, African developers can access complementary expertise and funds, that will help them to develop and release successful African based Indie Games.

### Call for European Studios interested in co-producing African video games

SpielFabrique launches on the 23<sup>rd</sup> of November within the AGCM a call for European studios: Established indie studios from all over Europe with high-level experience in developing video games on PC, Console and/or Mobile are wanted to collaborate with African teams. Studios can apply on [in Google Form here](#).

As co-producers, European video games studios will bring their expertise and access to public funding in Europe to co-develop and co-finance the video games of African studios. Co-production is a faithful partnership between two studios to make bigger and better video games. SpielFabrique develops the co-production market in Europe to make indie studios finance their game faster by accessing new financing sources and expertise through their co-producers. Co-production appears to be a great way for African studios to develop their own IP and to launch African stories on the video games market.

**More information about the AGCM:** <https://spielfabrique.eu/en/africangamescoproductionmarket/>

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