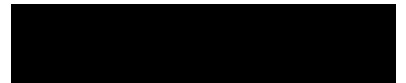# Department for Business & Trade

# Game Developers Conference 2024 DBT Northern Powerhouse, Midlands Engine and South Trade Mission Proposal

Jamie Sefton
Game Republic Ltd
31st July 2023

**Brief:** Organisation and delivery of a DBT Northern Powerhouse Midlands Engine and South England delegation to the Game Developers Conference 2024 in San Francisco, USA, 18 - 22 March 2024 for 40 - 50 companies. Includes a minimum of five meetings with major platform-

## Full indicative GDC 2024 DBT Trade Mission programme

- Organisation of at least five guaranteed meetings at the Game Developers Conference in San Francisco, March 2024 with relevant and essential platform-holders/major companies that can help the Northern Powerhouse (NPH) games companies. At previous GDC events, including 2023, these meetings have included Microsoft, Apple, Nintendo, Sony, Google and Meta – and both UK and USA business development contacts

- Possible site visit to a company based in San Francisco – eg Pixar, LucasArts

- If happening, a visit to another networking event, Game Connection USA, during the GDC week

- Help and advice on the ground at GDC 2024 San Francisco for DBT and NPH companies, including ad-hoc meetings, advice on the best networking events, personal introductions to journalists, games companies and more

## Summary of Outputs

Raising of the profile of the games industry in the NPH, Midlands Engine and South regions

DBT engagement with the games industry, local businesses in the 3 areas, and universities/colleges

40 - 50 games company sign-ups and engagements for the trade mission and DBT

Potential creation of new UK company jobs and services for international markets

Potential identification of new games developers in the NPH, Midlands and South regions

Potential additional income generated for other DBT services (eg. OMIS)

Potential media coverage of the DBT NPH, Midlands Engine and South mission with industry media such as GamesIndustry.biz

Positive PR for DBT NPH and its services

**Costs**

**GDC March 2024 NPH, Midlands and South Trade Mission**

| Activity | Expenditure |
|---|---|
| Game Republic to help organise and deliver the DBT NPH, Midlands Engine and South England trade mission for 40 - 50 companies to GDC 2024, which would include at least 5 meetings with major platform-holders/publishers, ad-hoc meetings, access to GDC Expo, visit to Game Connection USA, possible site visit to major US San Francisco company eg LucasArts | £8,600 |
| Flights to San Francisco | £800 |
| Hotel/accommodation in San Francisco | £2000 |
| **Total (plus VAT)** | **£11,400** |

**Relevant Networks and Event / Training Track Record**

Jamie Sefton has been Managing Director of Game Republic (GR) since September 2008. GR is a business-focused network of more than 900 individual members across Yorkshire and the North of England, including games companies such as Sumo Digital, Rockstar Leeds, Team17 and Revolution Software, as well as 13 universities and colleges including the University of York and Staffordshire University. GR holds monthly business-focused networking events with major global games and media companies including Microsoft, Sony, Channel 4, Samsung, Nintendo and Apple. Game Republic also owns and manages the GaMaYo (Game Makers Yorkshire) network, which hosts twice-yearly events for 300+ developers – the largest event of its kind in the North of England.

GR regularly works with other organisations in the UK and across the world to deliver quality events, including a BAFTA event with developer The Chinese Room in Manchester, the GamesIndustry.biz Investment Summit with ReedPOP/Gamer Network in London, Boston and Seattle, and the Yorkshire Games Festival for the National Science & Media Museum in Bradford.

Previously, GR organised a series of Department for Business and Trade Northern Powerhouse games exporting workshops and was helped lead DBT Yorkshire trade

missions to the Game Developers Conference in San Francisco, USA – including in 2023 - which has resulted in numerous Yorkshire and Northern games companies expanding and growing their businesses internationally, such as Red Kite Games, Double Eleven and PitStop Productions.

GR has been an established voice for the games industry since 2003 and has affiliations with national games organisations TIGA and Ukie and regularly lobbies government on behalf of the games industry. GR also has links with national organisations such as NESTA, the BFI, Creative UK and BAFTA.

## Games Industry Experience

Jamie Sefton has been in the games industry for more than 20 years, and in that time has established excellent personal and business relationships with some of the world's best-known games developers, digital publishers, mobile companies, digital agencies, websites and PR companies. As Editor of PC Zone and Managing Director of Game Republic, Jamie has developed senior level contacts with all of the major UK and world games developers and publishers including Valve, Microsoft, Sony and Nintendo and also established productive relationships with the writers and editors of all the major magazines and websites, such as Official Xbox Magazine, Gamespot, GamesIndustry.biz and Eurogamer. Jamie actively keeps informed and anticipates future market and industry trends such as App Stores, VR and Free-to-Play business models, and is passionate about videogames.

SIGNED by ..................................................... Date:
Name: Joe Stevens
Title: Head of Commercial
Department for Business and Trade

SIGNED by: ..................................................... Date: 3/4/2024
Name: Jamie Sefton
Title: Managing Director
Game Republic Limited