

MEETING REPORT

“THE VIDEO GAME INDUSTRY IN VIETNAM”

IGDA VIETNAM 2nd MEETING- HCMC
Polytechnic University- June 5th 2009



On Friday 5th of June, 2009 was held the second meeting of the IGDA Vietnam Chapter at Polytechnic University, Ho Chi Minh City.

The IGDA meeting was the first of its kind in Ho Chi Minh City. It gathered together students, journalists from renowned newspapers, industrial experts, key market players and academic representatives who shared their experiences in developing video games as well as discussing the business perspective and the gaming trends in Vietnam.

The seminar featured Allan Simonsen, coordinator of IGDA Singapore; Mr. Đặng Ngọc HỒ, NIIT representative; Mr. Phung Viet Hung, Production manager of Gameloft Vietnam; Sebastien Auligny, General Manager of Gameloft Saigon and Manila; Mr. Trung Nguyen Khanh from Vinagame; and Mr. Nam Nguyen, C.T.O of GlassEgg Digital Media.

This event was a good opportunity to get a complete overview of the Video Game Industry in Vietnam, to learn more about the new trends and market perspectives, to introduce the key market players and careers to the audience, and to reinforce the game developers' community to develop a "clean and green" image of the gaming industry in order to convince the government to be more supportive.



The presentations have also demonstrated the importance of the Vietnamese Video Game sector, thanks to a skilled and inexpensive labor force, a large youth population, a dynamic market and up to date facilities.

Today, the Video Game Industry employs around 3.000 people working as Game Producer, Designer, Artist, Programmer, Animator, Sound technician or Game Tester, and the demand is growing.

Analysts forecast the number of users playing online games in Vietnam to exceed 10 million by 2011, driven by rising incomes, increasing PC and Internet penetration rates, and a large population of youth that are actively seeking out entertainment content. In the same time, the last three years have seen Vietnam's mobile phone market grow beyond the 8% average growth rate of the economy and registering highest growth rates of mobile users globally.

For all these reasons, Vietnam has become a strategic place for international game developers, in term of recruitment, business and production opportunities, as well as revenue.

IGDA PRESENTATION

The meeting started with our guest from Singapore, Allan Simonsen, who introduced IGDA to the audience and to the reporters who were present to cover the event.



He gave us some concrete examples to illustrate the IGDA and its members in action:

- Extensive opportunities to network with other professionals and connect with peers through Chapters, Events/Parties, SIGs, Forums, LinkedIn and private group.
- Exploring and addressing significant issues within the industry affecting game development, such as Recognition of Talent, Diversity, etc.
- Offerings for professional development and educational programs via SIGs, Leadership Forum.
- Influencing regulations and public perceptions that affect the medium of games (Anti-Censorship Advocacy, Speakers Bureau).
- Access to the most up to date and in-depth information with the White Papers, Wiki Knowledge Base, Columns/Articles.
- Providing standards and guidelines that help evolve the industry.

TOPIC PRESENTATION

The first part of the meeting was dedicated to general presentations focusing on the Asian Video Game sector, and the specificities of the Vietnamese market.

Allan Simonsen gave us some insights into the Asian Video Game Industry, emphasized on the major differences and similarities between the different markets.

Right after, Mr. Đặng Ngọc HỒ from NIIT presented the specificities of the Video Game Industry in Vietnam and the current situation of “education & training” that is serving the game development resource needs.

Then, Mr. Viet Hung explained the organization of a video game development team and the role of each team-member.



After the tea-break, Sebastien Auligny opened the second part of the meeting with a presentation about Gameloft activity and the Mobile Game Industry. Then, Nguyen Khanh Trung introduced Vinagame Game Studio North (GSN) team and products. The last presentation, performed by Nam Nguyen, focused on art asset outsourcing in the game industry.

At the end of the meeting took place a funny quiz game about video game domain and the local market. All attendees got T-shirts from Gameloft and Vinagame, raincoats from VDC, pens and key chains, Video games DVD, and many other goodies.



From left to right: *Interpreter; Mr. Son Nguyen; Miss Camille Chatelier; Mr. Fabien Lotz; Miss Nguyen Thi Diem Khoa; Mr. Nam Nguyen; Mr. Allan Simonsen; Mr. Sebastien Auligny; Journalist: Journalist: Mr. V. Hung; Mr. Đặng Ngọc Hồ; Mr. Nguyen Khanh*

RESOURCES & LINKS

About IGDA

The International Game Developers Association is the largest non-profit membership organization serving individuals that create video games. Its mission is to advance the careers and enhance the lives of game developers by connecting members with their peers, promoting professional development, and advocating on issues that affect the developer community. See <http://www.igda.org/> for more information on IGDA.

About NIIT

NIIT is a leading Global Talent Development Corporation, building skilled manpower pool for global industry requirements. The company which was set up in 1981, to help the nascent IT industry overcome its human resource challenges, has today grown to be amongst world's leading talent development companies offering learning solutions to Individuals, Enterprises and Institutions across 40 countries.

See www.niit.edu.vn for more specific information.

About Gameloft

Gameloft is a leading international publisher and developer of video games for mobile phones and consoles. Established in 1999, it has emerged as one of the top innovators in its field. The company creates games for mobile handsets equipped with Java, Brew or Symbian technology.

See <http://www.gameloft.com/> for more specific information.

About Vinagame

Vinagame is a game publisher and e-commerce company established in Vietnam in 2004. Vinagame succeeded in being the first to launch a licensed online game in Vietnam as well as becoming the leader of the country's online game market.

See <http://www.vinagame.com.vn/> for more specific information.

About GlassEgg Digital Media

Glass Egg is a game developer and art production facility based in Ho Chi Minh City, Vietnam. Over the last 7 years the company has developed a unique set of skills in a working environment that enables us to create games and provide related services with a significantly improved level of efficiency.

See <http://www.glassegg.com/> for more specific information.

PRESS REVIEW

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Chưa có thương hiệu cho ngành phát triển game Đông Nam Á!

Ngày đăng: 5/6/2009



Sự non trẻ của ngành công nghiệp game Việt Nam có thể thấy rõ qua nhiều mặt của hội thảo "Ngành công nghiệp video game tại Việt Nam" do IGDA

(International Game Developer Association) tổ chức vào sáng ngày 5/6/2009 tại hội trường B4, ĐH Bách Khoa TP.HCM.

Hai công ty có tiếng nhất trong ngành gia công game Việt Nam tham dự hội thảo là GameLoft và GlassEgg đều là công ty 100% vốn sở hữu nước ngoài. Ông Allan Simonsen - điều phối viên của IGDA Singapore nói: "Cho dù chúng ta có thể chơi những tựa game nổi tiếng thế giới phần nào được gia công bởi các công ty Đông Nam Á như GRID (GlassEgg có gia công) hay Gears of War (một công ty Thái Lan có gia công) nhưng xét toàn diện, Đông Nam Á chưa có thương hiệu về phát triển game". Đông Nam Á chỉ mới có thương hiệu về gia công game (outsourcing) và gia công game nội bộ (insourcing).

Cũng vì lý do đó mà nội dung hội thảo chủ yếu mang tính cơ bản, phù hợp với đám đông thính giả chưa quan tâm đến các nội dung sâu của ngành phát triển game. Học viện NIIT giới thiệu chương trình Game Developer. GameLoft giới thiệu mô hình tổ chức một nhóm phát triển game. VinaGame giới thiệu về studio miền Bắc cùng các sản phẩm. Còn Glass Egg trình bày về kinh nghiệm

nhận các dự án gia công đồ họa game. Ông Fabien Lotz, điều phối viên của IGDA VN và đồng thời là trưởng nhóm sản xuất (lead producer) của GameLoft tại TP.HCM cho biết: "Chúng tôi hy vọng trong các kỳ hội thảo sau sẽ mang đến nhiều nội dung chuyên sâu hơn".



Ông Allan Simonsen: "Ngành phát triển game Đông Nam Á chưa có thương hiệu!"

Trong một câu hỏi đố vui có thưởng cuối chương trình, các sinh viên ĐH Bách Khoa TP.HCM tham dự hội thảo đều không biết nơi diễn ra triển lãm E3 năm nay. Có bạn còn cho rằng E3 2009 được "tổ chức tại Trung Quốc!" Có bạn trẻ khác rất mong muốn được viết thử game trên nền iPhone nhưng lại gặp khó khăn với việc tạo tài khoản trên các website nước ngoài.

Dù sao đi nữa, hội thảo IGDA VN lần II này cũng đã đặt thêm một viên gạch cho ngành phát triển game Việt Nam. Hội thảo IGDA VN lần II phần nào góp phần nâng cao nhận thức và tạo nguồn cảm hứng cho thế hệ sinh viên trẻ và các doanh nghiệp game đã kéo dài đến hơn 1 giờ chiều.

Tạp chí TGVN-Thế Giới Game là nhà bảo trợ thông tin cho sự kiện này.

Yên Khê