



GamePower7 Company

UAE, Dubai Media City

For more information, please call: Press & PR department

Phone: +971 4 3902777

Email: Media@gamepower7.com

## Game Power 7 at KOGIA seminar

Dubai –2009

Game Power 7 ([www.gamepower7.com](http://www.gamepower7.com)) had an active role in a recent seminar for KOGIA (Korean Game Industry Agency) introducing the Middle East market of Online Games.

Mr. Fadi Mujahid, General Manager of Game Power 7, delivered a presentation titled “Gaming in the Middle East: Challenges and Opportunities”. During the speech, he presented the social, economic, and technological facts of the Middle East region, highlighting the business opportunities for publishing MMO games in the region, and the challenges facing this business.

The speaker estimated the current percentage of MMO players to the Internet users in the region as less than %1, way below the world average of %23.

“The main reason behind this fact is that: No game publishers actively operating in the market to localize and culturalize the games and to promote the concept of MMO gaming” said Mujahid. He stated that no MMO games are localized to Arabic (the region native language) or published in the region, which makes Game Power 7 as the first publisher of such games in this territory.

According to the presentation, the estimated number of MMO gamers in the region will jump to 5 million in 3 years of actively publishing and promoting MMO Games.

After the presentation, more than 20 Korean companies expressed their interest in cooperating with Game Power 7 to bring their games to the “untouched” Middle East MMO market

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For Editors :

Game Power 7 was founded in 2007 as the first leading Arabic company in the field of online and mobile gaming.

As a part of the media group Spacetoon International, Game Power 7 presented innovative products based on localizing games from different cultures to fit the Arabic culture, values and traditions.

Relying on Arab talents, the company released a variety of exceptional games, the most popular one was Arabic Rapplez launched in 2008 as the 1st Arabic 3D online game. The game populations exceed one million players.

Game Power 7 has operation centers in three Arab countries with the headquarters in Dubai Media City. As part of the company's dedication to managing the community of Arab gamers, the company uniquely formed a Community Management QA team and a Culturalization and Cultural Content team.

Game Power7 has created a network of international business relations, that in-turn made the Middle East a magnet for world-class game developers. The company also supports many social programs for youth and local communities.