



**GAME DEVELOPERS'
ASSOCIATION OF
AUSTRALIA**

PRESS RELEASE

GAME DEVELOPERS ASSOCIATION OF AUSTRALIA (GDAA) Launches Game Connect: Asia Pacific 2007

The GDAA is looking forward to its members and the industry participating in the entire interactive entertainment and technology activities at this year's *Game Connect: Asia Pacific 2007 (GCAP 07)* - <http://www.gameconnectap.com.au/>

GCAP 07 will be an ideal opportunity for Australian and international game developers to network with industry colleagues such as publishers, programmers, developers, creative artists and with players intimately involved in the digital content sector of the industry in the Asia-Pacific region.

GCAP 07 has been strategically organized to address the development needs and opportunities presented by the Asia Pacific's rapidly growing digital interactive video game industry and it will be the best platform for exhibitors to showcase, promote and/or launch new products and services.

Both delegates and exhibitors will be able to enjoy wide media exposure and coverage from around the region and meet and interact with fellow game developers, publishers, distributors, governments and businesses.

This year, GCAP will be revamped to include a special day devoted to two critical issues facing our industry: a national **Skills Summit** and an **Investment Summit**.

The GDAA will this year be combining its industry conference and expo GCAP 07 with the consumer eGames and Entertainment Expo to create *GamesFest 2007* which is set to be the largest and most influential video game industry event in the Asia Pacific region (see <http://www.melbournegamesfest.com.au/>)

In the meantime, I invite you to keep the 15-17 November free as this year GCAP 07 is poised to be an outstanding event.

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