

PRESS RELEASE: FOR IMMEDIATE RELEASE

## **Malaysia hosts the first-ever IMGGA competition in Southeast Asia**

*The IMGGA open call for entries as they announce the launch of a new industry event  
IMGGA SEA to be held in Kuala Lumpur on 8th November*

**Marseille - 18<sup>th</sup> May, 2016**

After success in two continents, the team behind the hugely successful International Mobile Gaming Awards (IMGGA) today announced it is to host the first-ever mobile games competition in Southeast Asia on 8 November 2016, in partnership with Malaysia Digital Economy Corporation (MDEC).

Dato' Yasmin Mahmood, Chief Executive Officer of MDEC said, *"We are thrilled to play host to this global event and we are proud to partner with IMGGA. This collaboration is another testament to Malaysia's commitment on becoming the leading ASEAN hub for games development and we hope that this event will raise more awareness on the quality of our local talents including the robust local games industry in general."*

Coming on the heels of IMGGA celebrating their 12th annual awards ceremony in San Francisco, IMGGA SEA awards will mark the first year that the awards are handed out in Southeast Asia, recognising talents from the fast growing and blooming markets of the region.

Commenting on the new event, Maarten Noyons founder of the IMGGA said: *"Southeast Asia is rightly held up around the world as a hotbed of mobile gaming talent, showing tremendous download and revenue growth year-on-year. As all eyes look to Asia, we are proud to bring IMGGA here to celebrate this creative and exciting industry, and can't wait to see what we ultimately unveil from the community during our ceremony event."*

The call for entries is now open. Mobile games studios, indie developers, publishers involved in any aspect of the creation of mobile games in Southeast Asia are invited to submit their game until 31 August 2016 on [sea.imgawards.com/submit-your-game](http://sea.imgawards.com/submit-your-game). After an online preselection, the panel will select the winners during the final judging session in an intensive multi-day private roundtable held in Penang in early November. Winners will be announced on 8th November and listed online.

### **About IMGGA**

The IMGGA is the longest standing mobile games award program started in 2004. With its long history and unique judging process, it has recognized some of the world's most popular titles in their early days, such as Candy Crush Saga and Clash of Clans. It

is the only competition that unites the industry by celebrating excellence and innovation in games.

For full details about the competition's terms and conditions, visit [sea.imgawards.com](http://sea.imgawards.com) or call: +33 491 315 217. You can also follow us on [Twitter](#) or [Facebook](#).

### **About Malaysia Digital Economy Corporation (MDEC)**

MDEC (formerly known as Multimedia Development Corporation Sdn Bhd) is Malaysia Digital Economy Corporation. This agency has been entrusted - under the Ministry of Communications and Multimedia - to develop, coordinate and promote Malaysia's digital economy, information and communications technology (ICT) industry and the adoption of digital technology amongst Malaysians.

For more information, visit [www.mdec.my](http://www.mdec.my)

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