

INVESTMENT OPPORTUNITY

PROJECT NAME	OPPORTUNITY SECTOR	
Gaming/Video Gaming/E-Gaming	<i>ICT</i>	
<p>Opportunity Background:</p> <ul style="list-style-type: none"> • The quality of games is increasing, resulting in increasingly large teams of programmers, graphics designers, music composers and story developers being required for an average computer or home console game <ul style="list-style-type: none"> – The mobile gaming segment's current lack of sophistication enables games to be created more easily and cheaply, but the segment is catching up quickly • The industry is extremely cyclical, but tends not to follow the wider economy – the cycles generally follow technological innovations in games consoles, which are usually incorporated in new 'generations' of consoles • Saudi Arabia has gapped the world attention when the 22 years old Saudi Bader Hakeem won the Pro Evolution World Champion in 2007 in France: (http://en.wikipedia.org/wiki/ESWC#2005). This highlights how strong and popular video gaming has become in Saudi 		
<p>Value Proposition:</p> <ul style="list-style-type: none"> ● Fast growing gaming industry in the Middle East and Saudi Arabia in particular. ● Availability of young and talented Saudi gamers and programmers. ● Saudi Arabia ranks significantly higher than the rest of Gulf states in the Ease Of Doing Business Report by the World Bank. ● Favorable cluster conditions in the Media City of King Abdullah Economic City ● Facilitation for human capital by Cadre 		
<p>Project/Investment Characteristics:</p>		
<p>Investment location: <i>KAEC</i></p>	<p>Project Timeline:</p>	<p>Potential Job Creation: <i>100-150</i></p>
<p>Investment Size: <i>100-150 million USD</i></p>	<p>Estimated Turnover: <i>43 million</i></p>	
COST OF DOING BUSINESS		
Target Investors criteria		
<p>Ubisoft, Electronic Arts, Sony Entertainment, Konami</p>		
<p>Project Leader: Abdullah Taha</p>	<p>Status:</p>	