

Market exploration Trip | Creative industries: Games | Japan

14th–18th September 2026



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Message of greeting



Sr. Christian Tippelt

Director Foreign Market Entry Programme of the Federal Ministry for Economic Affairs and Energy (BMWE) Germany Trade & Invest

The Foreign Market Entry Programme assists German Small and Medium-Sized Businesses during all stages of their export activities. Participating businesses receive widespread support from the initial stages of market exploration up to the making of actual business contacts, e.g., by providing first-hand market information, organizing exploration trips and building networks. Key element of this support is the personal assistance during preparation, implementation and follow-up of these measures to ensure that the business arrangements are of high quality and sustainable.

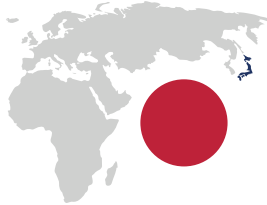
This visit is part of the showcase events module of the Foreign Market Entry Programme and will facilitate business contacts as well as provide important impulses for the further intensification of the fruitful co-operation between Japan and Germany.

On behalf of the German Federal Ministry for Economic Affairs and Energy , I would like to thank the participants from Germany, all multipliers, and other involved parties in Japan for their contribution to create a successful measure.

Introduction

German Business Delegation

Japan
14th–18th
September **2026**



Creative Industries Games



As part of a business initiation trip to Japan, supported by the **German Federal Ministry for Economic Affairs and Energy (BMWE)**, a delegation of seventeen leading German companies from the innovative computer and video game industry will explore new market opportunities, establish strategic partnerships, and present their latest technologies in one of the world’s most dynamic gaming markets.

This visit is designed to highlight Germany’s strengths in the games and interactive media sector and to foster new collaborations with Japanese industry stakeholders. The German delegates bring extensive expertise and innovative solutions that can contribute to the continued growth and internationalization of the Japanese games industry, paving the way for long-term, mutually beneficial cooperation.

The delegation will also attend the **Tokyo Game Show**, one of the most important industry events in the global gaming calendar, offering further opportunities to meet international partners, showcase innovations, and engage directly with key decision-makers from across the sector.

We warmly invite Japanese companies, industry professionals, and government representatives to attend our networking conference in Tokyo. This flagship event will provide valuable insights into the German games industry, create opportunities to meet the visiting delegation, and serve as a platform to explore potential partnerships and joint projects.

The German delegation will also be present at leading industry events in Japan. We encourage all interested partners to take advantage of this opportunity to connect, exchange ideas, and initiate new business relationships with leading German companies in the gaming sector. These encounters offer a unique platform for meaningful dialogue and future-oriented collaboration. This project is organized by **SBS Systems for Business Solutions**, in collaboration with the **German Games Industry Association (game)**, and relevant bilateral chambers of commerce, under the auspices of the **Federal Ministry for Economic Affairs and Energy (BMWE)**.

For detailed information about the participating German companies and their areas of interest, please refer to the company profiles on the following pages.

aesir interactive

EVERRAIL

THE LEGEND OF KHIIMORI

POLICE SIMULATOR PATROL OFFICERS

SUMMARY

Award-winning game development studio creating immersive cross-platform games, simulations and interactive experiences with cutting-edge technology.

WWW.AESIR-INTERACTIVE.COM



MADE IN
Germany

COMPANY PROFILE

Aesir Interactive is a game studio and publisher based in Munich, Germany. We started with the goal of building games players come back to. Together, our teams take ownership from concept to LiveOps.

Our name comes from Norse mythology, and it reflects the mindset we bring to our work. We craft with elegance, discipline, and excellence, developing for current- and next-generation platforms and partnering with renowned publishers worldwide. Our core principle is to keep being community driven, developing for and with our players, wherever they are in the world.

Today, our vision is to build one of Germany's leading AA+ video game development studios and publishing powerhouse.

PRODUCTS / SERVICES

Aesir Interactive develops next-generation games for PC and all major current-generation consoles, built on Unreal Engine 5. With multiple specialized teams operating in parallel, we deliver a diverse portfolio spanning distinct genres and styles, from high-fidelity simulation titles to immersive open-world experiences. Our commitment is to authentic, meaningful player experiences: where accuracy and depth matter, we go the extra mile to get it right.

Beyond developing and publishing our own original IPs, Aesir partners with external publishers and established IPs, bringing both production expertise and creative vision to co-development projects. In addition, we have expanded into self-publishing, giving us full control over select titles from concept to release.

REFERENCES AND EXPORT ACTIVITIES

Over the years, Aesir Interactive has built and shipped a broad portfolio of titles across PC and consoles, spanning simulation, open-world adventure, and licensed IP adaptations enjoyed by communities worldwide. Our catalogue includes franchises and standalone titles developed both independently and in close partnership with international publishers, among them Windstorm, Horse Tales, Police Simulator: Patrol Officers, Ambulance Life, and more in active development, including EverRail, our first fully self-published title.

A key milestone in the studio's growth is The Legend of Khiimori, an open-world adventure that raised nearly €505,000 through Kickstarter, backed by close to 9,000 supporters, reflecting the strong community trust Aesir has built over time.

TARGET GROUP

Aesir Interactive targets a broad audience of PC and console players across all age groups and regions. Our games are designed to deliver complex simulations, emergent open world systems and design, all providing entertaining experiences at an accessible price point, appealing to everyone from casual players to dedicated enthusiasts seeking depth and immersion.

COMPETITIVE ADVANTAGES

13 years of successful development • Full stack development (from concept to LiveOps) • Unreal experts • Tech and mechanism driven 110+ team members worldwide • Experience on all major platforms • Efficient dev tools and automation CI/CD • Experienced working with IPs, Brands and several stakeholders.

IDEAL BUSINESS PARTNERS

We are looking for publishing partners and investors that share our vision to grow and deliver the games that we know have a voracious and loyal global audience.

MARKET EXPLORATION TRIP | CREATIVE INDUSTRIES: GAMES | JAPAN

Carried out by:



In collaboration with:





Anderie Digital



Anderie Management



GovMediX

AI Based Digital Transformation

SUMMARY

Internationally known expert in the gaming and entertainment industry and management consultant for strategic and operational levels.



MADE IN
Germany

WWW.ANDERIE-MANAGEMENT.COM



Anderie Management

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COMPANY PROFILE

Lutz Anderie is considered an internationally recognized expert in digitalization and industry insider of the games industry. He is advising and actively managing companies on strategy, monetization and re-structuring with his consultancy Anderie Management. Lutz founded his first company at the age of 21 and supports start-ups in the areas of games. He is a professor of business information systems at the Frankfurt University of Applied Sciences (Frankfurt UAS) and lecturer at the SRH Hochschule Heidelberg, Faculty of Information, Media and Design. Lutz is a #1 Amazon bestselling author of business books on games, digitalization and artificial intelligence. His books sold more than 100.000 units online and in print. He runs the YouTube Channel 'Games Industry Management'. Most recently, he is CEO of Frankfurt-based GovMediX, which provides AI-based solutions for digital transformation.

REFERENCES AND EXPORT ACTIVITIES

SonyPlaystation, Bandai Namco, Atari.

TARGET GROUP

Developer, Publisher, Service Providers to the games industry.

COMPETITIVE ADVANTAGES

Strong, reliable network in the games industry. Extensive management expertise in corporate management as well as sales and marketing.

- Access to decision-makers in game development studios, politics, and publishing
- AI expert with firsthand know-how in theory and practical use cases

PRODUCTS / SERVICES

- Strategy, Monetization and Re-structuring
- Active (Interim) Management
- Start-up Advisory
- Consulting
- Market Entry
- Networking
- Sales and Marketing

IDEAL BUSINESS PARTNERS

Small and Medium-sized Businesses . International Corporations.

- Game Development Studios
- Publishers
- Blockchain and NFT Platforms
- AI Technology Companies
- Esports Organizations
- Digital Transformation Consultancies

MARKET EXPLORATION TRIP | CREATIVE INDUSTRIES: GAMES | JAPAN

Carried out by:

In collaboration with:





BBG
Entertainment



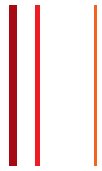
SUMMARY

Munich-based publisher of retro and family-friendly games, specializing in classic IP revival, emulation, and bringing Japanese and Western titles to global audiences.

WWW.BBG-ENTERTAINMENT.COM



MADE IN
Germany



BBG
Entertainment

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Languages: Japanese, German, English

COMPANY PROFILE

BBG Entertainment is a Munich-based game publisher and developer with a team of experienced industry professionals covering development, publishing, marketing, and distribution.

Founded in 2008, BBG focuses on two core segments: family-friendly casual games offering accessible, non-violent entertainment, and educational games that combine learning with engaging gameplay.

The company gained international recognition with Einstein Brain Trainer, a premium educational title licensed from The Hebrew University of Jerusalem, which reached #1 on the iPad charts in multiple countries.

BBG owns and manages a portfolio of classic video game IPs. In 2016, the company acquired the legendary BOULDER DASH® franchise, followed by ASTROSMASH® and SHARK! SHARK!® in 2023.

In 2026, BBG relaunches the historic publishing label First Star Software (founded in 1982), positioning it as a key pillar for future growth with a strong focus on retro games and global publishing.

PRODUCTS / SERVICES

BBG develops and publishes games across PC (Steam, Windows, Mac), consoles (Nintendo Switch, PlayStation, Xbox), and mobile platforms. The company revitalizes classic IPs through remakes, remasters, ports, and new developments. This includes the global release of BOULDER DASH® 40th Anniversary in 2025, as well as the relaunch of the iconic Intellivision® titles ASTROSMASH® and SHARK! SHARK!®, combining modern remakes with original legacy versions.

A dedicated in-house team brings deep experience in retro game emulation, remastering, and efficient cross-platform porting pipelines, allowing BBG to adapt content smoothly across modern platforms.

A strategic focus lies on Japanese retro games and retro-inspired indie titles, with the goal of expanding global accessibility of culturally significant IPs.

REFERENCES AND EXPORT ACTIVITIES

BBG's roots are closely linked to Living Mobile, founded in 2002 by CEO Stephan Berendsen, one of Europe's early premium mobile game publishers for i-mode and J2ME/DoJa. With over 100 published titles, the company built strong international partnerships with Hudson Soft, Bandai Namco, Capcom, Dwango, Sony Computer Entertainment, and others.

An early milestone was the successful release of a brain-training title under the official Dr. Kawashima license, reflecting BBG's experience in adapting and bridging game concepts between Japan and Western markets in a respectful and effective way.

TARGET GROUP

Retro gaming enthusiasts, indie game fans, casual players, and audiences who enjoy accessible, family-friendly entertainment experiences.

COMPETITIVE ADVANTAGES

BBG offers a proprietary emulation framework and an efficient pipeline for remastering and porting games to modern platforms. Its technology supports a wide range of retro systems – from Arcade systems to 8- and 16-Bit consoles up to PlayStation, Sega Saturn, and Nintendo Wii – enabling efficient multi-platform releases.

The company combines technical expertise with strong experience in working with Japanese partners and international marketing.

IDEAL BUSINESS PARTNERS

For BBG's mobile game section we are looking for a Japanese publishing partner. For our new label initiatives, we aim to work with IP holders interested in reviving their classic franchises, as well as Japanese indie developers and publishers aiming to bring their titles to Western audiences.

MARKET EXPLORATION TRIP | CREATIVE INDUSTRIES: GAMES | JAPAN

Carried out by:

In collaboration with:





BIGPOINT. GREAT GAMING, FOR EVERYBODY.



SUMMARY

Bigpoint makes and publishes games for multiple platforms, backed by a global team and a strong international partner network.



MADE IN
Germany

WWW.BIGPOINT.NET

Bigpoint GmbH



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www.bigpoint.net

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Languages: German, English

COMPANY PROFILE

Founded in 2002, Bigpoint creates games that are fun and built for everyone. Based in Hamburg and powered by a diverse, global team, we develop high-quality experiences across browser, client, and mobile platforms. In addition to our own titles, we also publish and promote third-party games through a strong, international partner network.

REFERENCES AND EXPORT ACTIVITIES

Over the past two decades, we've developed, launched, and maintained award-winning games enjoyed by millions of players worldwide. Our long-standing experience reflects both quality and deep industry insight. In addition to our own titles, we've co-published major browser games with other developers, including Game of Thrones: Winter is Coming and Pirates of the Caribbean: Tides of War.

TARGET GROUP

Our target client group includes all segments of gamers who play across mobile, client, and browser platforms. Our players come from all over the world, with a particular emphasis on Western regions.

PRODUCTS / SERVICES

At Bigpoint, we create high-quality online games for browser, client, and mobile platforms, delivering fun and accessible experiences to players worldwide. With over 20 years of experience, our team designs engaging games that cater to all types of players, from casual fans to dedicated enthusiasts. Beyond developing our own titles, we also publish third-party games, helping developers reach a larger global audience. Through our vast network of partners, we provide expert support in marketing, distribution, and live operations, ensuring that great games gain the visibility and success they deserve.

COMPETITIVE ADVANTAGES

With 20 years of experience in game development and publishing, we are particularly strong in Germany and boast one of the largest partner networks in the country.

IDEAL BUSINESS PARTNERS

Our potential partners are game developers and publishers looking to connect with Western audiences and seeking a reliable partner with a solid track record.

MARKET EXPLORATION TRIP | CREATIVE INDUSTRIES: GAMES | JAPAN

Carried out by:

In collaboration with:





the Berlin Apartment



SUMMARY

Blue Backpack is an award-winning independent game developer and publisher based in Berlin, Germany.



MADE IN
Germany

WWW.BLUEBACKPACKGAMES.COM



Blue Backpack GmbH

Normannenstraße 1-2
10367 Berlin
Germany

www.bluebackpackgames.com

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Languages: German, English

COMPANY PROFILE

Blue Backpack is an award-winning independent game developer and publisher based in Berlin, Germany.

The studio was originally founded in 2016 as the games department of the production company bildundtonfabrik (btf), building and growing together ever since. The department was spun off in 2025 into its own studio – Blue Backpack – under the joint leadership of Florian Köhne and Robert May.

Today, we are a diverse team of 22 people. Roughly half of us are based in Berlin, with the rest working remotely across three countries. We're part of the Saftladen Indie Games Collective, which is also home to our main base.

We usually have several projects cooking at once, following ideas guided by a core vision – regardless of genre – which naturally leads us into a wide range of very different games.

PRODUCTS / SERVICES

Blue Backpack Games develops and publishes video games with a strong focus on narrative, worldbuilding, and artistic direction.

- The Berlin Apartment – A narrative adventure game that tells the story of Berlin through the lives of different residents of a single apartment across more than 100 years of history. Players uncover personal stories connected to major historical events while exploring and renovating the apartment.
- Constance – A hand-drawn Metroidvania action-adventure about a young artist trapped inside a colorful but decaying world shaped by her mental struggles. The game combines fluid paintbrush-based combat, platforming, and emotional storytelling.
- Oh Apollo! – A cozy narrative management game set in ancient Delphi, where players take the role of Apollo's oracle priestess. You interpret prophecies, advise visitors, decorate the temple, and help restore the oracle's reputation.

REFERENCES AND EXPORT ACTIVITIES

The company already signed a publishing partnership with PARCO GAMES covering Japan and other Asian territories, proving early traction and market validation in Japan.

TARGET GROUP

- International video game publishers
- Digital distribution platforms
- Players interested in narrative-driven games
- Entertainment and media partners
- Gaming communities focused on artistic and story-rich experiences
- Console players who value immersive storytelling, artistic design, and emotional gameplay.

COMPETITIVE ADVANTAGES

- Strong Narrative Expertise: coming from a professional film and TV storytelling background through btf, giving the studio unusually strong cinematic storytelling and world-building capabilities.
- Distinctive Artistic Identity
- Emotional & Mature Themes: mental health, personal identity, historical memory, human relationships, which appeal strongly to modern indie audiences seeking meaningful experiences. Award-Winning Background: Best German Game 2019
- Strong Indie Ecosystem Connections
- Existing Asian Market Entry

IDEAL BUSINESS PARTNERS

- Publishing & Distribution
- Media & Community Partners
- Creative Collaboration Partners

MARKET EXPLORATION TRIP | CREATIVE INDUSTRIES: GAMES | JAPAN

Carried out by:



In collaboration with:





SUMMARY

Creative Berlin-based agency specializing in event management, social media, and project execution, with focus on pop culture, gaming&anime.



MADE IN
Germany

WWW.CREXPRO.DE



Crexpro GmbH

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www.crexpro.de

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Languages: German, English

COMPANY PROFILE

Crexpro GmbH is a Berlin-based creative agency focused on event production, brand activations, and community-driven marketing within the pop culture and entertainment space. The agency specializes in gaming, anime, manga, and digital lifestyle topics, helping brands connect authentically with highly engaged niche audiences.

Their services include the conceptualization and execution of live events, convention formats, and promotional activations, as well as influencer marketing campaigns and social media strategies. Crexpro also supports clients with project management, content creation, and on-site production, ensuring seamless experiences from planning to delivery. By combining creative storytelling with strong community insights, the agency develops tailored campaigns that strengthen brand presence and foster long-term audience engagement.

PRODUCTS / SERVICES

Their services cover the full project lifecycle. In event production, they design and execute conventions, live experiences, and promotional appearances—from initial concept, budgeting, and location planning to on-site logistics, stage management, and exhibitor coordination. In brand activations, Crexpro develops interactive concepts that bring brands closer to their target audiences, including themed booths, experiential campaigns, and on-ground promotions tailored to fan communities. Their influencer marketing services include identifying suitable creators, managing collaborations, and coordinating content across platforms like Instagram, TikTok, and YouTube to ensure authentic reach. In social media and content creation, they plan campaigns, produce creative assets, and manage channels to maintain consistent brand storytelling.

Additionally, they offer project management and consulting, ensuring smooth coordination between stakeholders, timelines, and deliverables while aligning.

REFERENCES AND EXPORT ACTIVITIES

We worked for HOYOVERSE, TENCENT AT GAMESCOM, LEVEL INFINITE, NC SOFT with their title Limit Zero Breakers.

TARGET GROUP

-

COMPETITIVE ADVANTAGES

With more than 10 years of market knowledge and a strong team of nerds we are very unique in our marketing niche and skillset. We also provide a strong network of event partners for quick placements and strong opportunities.

IDEAL BUSINESS PARTNERS

Gaming Brands, Gaming Studios and Publishers, any brand related to popculture market in F&B or beauty.

MARKET EXPLORATION TRIP | CREATIVE INDUSTRIES: GAMES | JAPAN

Carried out by:



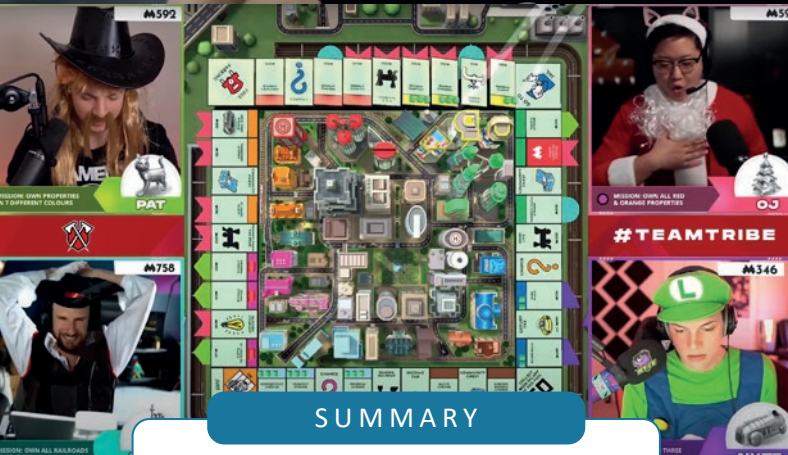
In collaboration with:





GAME INFLUENCER

YOUR GATEWAY TO
3 BILLION VIDEO GAMERS



SUMMARY

At GameInfluencer we develop and execute memorable influencer marketing campaigns with unique talents for game publishers.



MADE IN Germany

WWW.GAMEINFLUENCER.COM





Gameinfluencer GmbH

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Languages: German, English

COMPANY PROFILE

GameInfluencer GmbH is a Munich-based influencer marketing agency and tech platform, active since 2016 and focused on global marketing campaigns for the gaming industry. It supports mobile, PC, and console games from early access to blockbuster releases—through scalable, creator-led global campaigns. By combining influencer marketing, paid media, and PR, it drives player activation, long-term engagement, and measurable ROI.

PRODUCTS / SERVICES

- Influencer Marketing for Wishlist Growth
- Build up Steam wishlists with carefully curated creator content and targeted reach
- Launch & Growth Campaigns
- Work with creators across key platforms (Youtube, TikTok, Twitch, X, etc.) to activate players at each stage of your lifecycle
- Paid Media Amplification (Amplify+)
- Scale your best-performing creator content with high-precision paid media targeting
- Public Relations & Communication Support
- Reach international games media, content creators, and communities with storytelling that matters

REFERENCES AND EXPORT ACTIVITIES

GameInfluencer has successfully executed 1000+ campaigns worldwide across the US, Europe, MENA, South Korea, Japan, and SEA. Clients include Tencent, NetEase, FunPlus, Riot Games, CD PROJEKT RED, Ubisoft, SEGA, and more.

We bring strong experience with:

- Wishlist campaigns for Steam and PC/console games
- Launch & growth campaigns for all kinds of games
- Cross-regional creator activations for events (APAC → West & vice versa)
- Performance-driven user acquisition strategies

TARGET GROUP

- We work with:
- Mobile, PC, and console game developers targeting international player acquisition
- Game publishers seeking to grow new IPs in Western markets
- Web3 gaming studios in need of trusted KOL (Key Opinion Leader) support
- Marketing & community leads looking to boost brand awareness and retention

COMPETITIVE ADVANTAGES

- Influencer matchmaking powered by huge datasets and 10 year experience
- Performance marketing mindset: Campaigns aligned to your KPIs
- In-house paid media team: Retargeting bestperforming influencer content as ads
- Global creator network: we have an own creator network of 2.8k Influencers
- Full-service offering: From creative briefing to post-campaign analytics

IDEAL BUSINESS PARTNERS

- Asian game developers seeking to enter or scale in Western markets (US, EU, LATAM)
- Publishers launching global multi-region campaigns
- Teams looking for a reliable influencer marketing partner with deep games industry know-how
- Studios interested in wishlist pre-launch boosts or performance-based UA via creators

MARKET EXPLORATION TRIP | CREATIVE INDUSTRIES: GAMES | JAPAN

Carried out by:



In collaboration with:



Mandragora



Total War: Warhammer 3 DLCs



GCRadix

Chicken Police 2



Hunt: Showdown



Project Cars 2



The Witcher 3



SUMMARY

GCRadix is an Audio Co-Development Studio and Technology Provider. Decades of experiences and a AAA Team at your fingertips.



MADE IN
Germany

WWW.GCRADIX.COM



GCRadix GmbH

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COMPANY PROFILE

GCRadix is a Co-Development force with the highest degree of industry experience and professional delivery. Our acting departments are specialized to deliver competitive quality and stability and share our passion for the art and emotional impact that this industry has on our culture, society and players.

REFERENCES AND EXPORT ACTIVITIES

Trusted by many in the industry: Sony, Microsoft, Sega, Primal Games, The Wild Gentleman, BMW, Biped.

TARGET GROUP

Any Project that requires interactive Audio or Acoustic Simulations. Be it Production, Consultation or Turn-Key Systems.

COMPETITIVE ADVANTAGES

Decades of experience working on such projects, not just as Co-Developers, but mainly from within Studios.

We understand directions, creative- and business-values and the competitive landscape of our clients and how to bring them success through our delivery.

PRODUCTS / SERVICES

GCRadix provides bleeding-edge technology, content and production ready products in any interactive project for Games, Automotive or Medical.

- Audio Co-Development: Design, Technical Design, Implementation&Integration, Programming
- Audio Pipelines: VoiceLink. Full production pipeline for Voice Over and Narrative content & branching Dialogue. From Script to in-production placeholders and game data
- Source Content: Audio Source Libraries curated for any production.
- Audio Plugins: Creative Plugins for Designing, Rendering and Runtime.

IDEAL BUSINESS PARTNERS

A Partner that understands the importance of Audio and our level of expertise and therefore trust in a strong collaboration.

We appreciate taking ownership and giving professional insights and feedback that go beyond just supplying a catalogue of default assets without considering their impact or fit within a creative- or business-vision.

MARKET EXPLORATION TRIP | CREATIVE INDUSTRIES: GAMES | JAPAN

Carried out by:

In collaboration with:



HEAD UP



SUMMARY

Headup is an independent grassroots publisher showcasing unique games across all major platforms.



MADE IN
Germany

WWW.HEADUPGAMES.COM



Headup GmbH

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www.headupgames.com

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Languages: German, English

COMPANY PROFILE

Founded in 2009, Headup is an independent grassroots publisher showcasing unique games across all major platforms, always guided by the passion to offer true alternatives to the mainstream. We are driven by the love for the medium and the desire to amplify our partner studios' visibility to the max. Our self-chosen mission is to ensure the games we publish stay true to the creator's vision and give them the deserved spotlight while staying closely connected to our global audience.

With a platform-agnostic approach, quality is the guiding principle across all systems and genres. Reaching over 90 million players worldwide, Headup remains rooted in Western gaming culture while connecting with a global audience.

REFERENCES AND EXPORT ACTIVITIES

Appr 200 titles shipped since foundation in 2009, e.g. Bridge Constructor, Pumpkin Jack, The Coma, Industria.

TARGET GROUP

Worldwide gaming audience, from causal to midcore. Premium audience.

PRODUCTS / SERVICES

Videogames, Mobile games, Publishing, development, Porting, Distribution, MarComs

COMPETITIVE ADVANTAGES

Lean, agile, entrepreneurial and empathic.

IDEAL BUSINESS PARTNERS

Independent development teams and worldwide game distribution partners.

MARKET EXPLORATION TRIP | CREATIVE INDUSTRIES: GAMES | JAPAN

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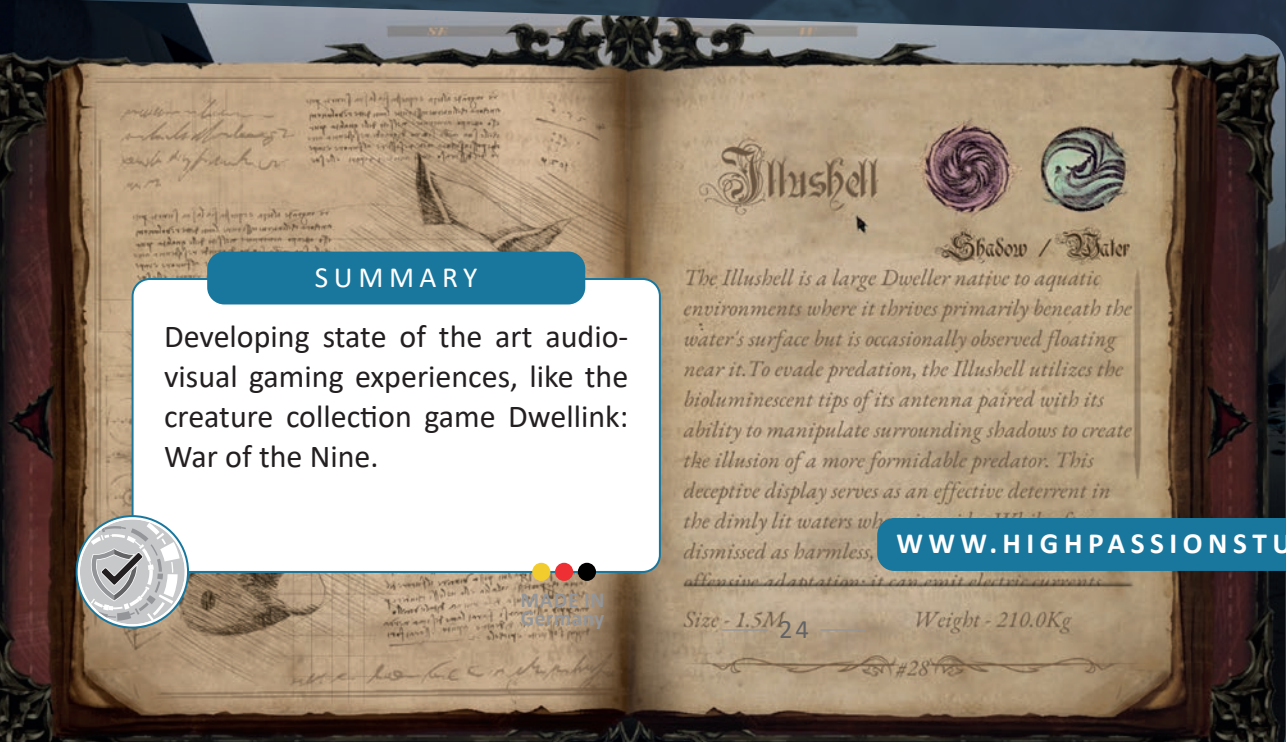


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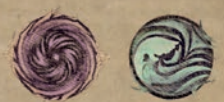
HighPassionStudios



SUMMARY

Developing state of the art audio-visual gaming experiences, like the creature collection game Dwellink: War of the Nine.

Illushell



Shadow / Water

The Illushell is a large Dweller native to aquatic environments where it thrives primarily beneath the water's surface but is occasionally observed floating near it. To evade predation, the Illushell utilizes the bioluminescent tips of its antenna paired with its ability to manipulate surrounding shadows to create the illusion of a more formidable predator. This deceptive display serves as an effective deterrent in the dimly lit waters where it resides. Illushell dismissed as harmless, its most effective adaptation is its ability to emit electric currents.

Size - 1.5M²4 Weight - 210.0Kg

WWW.HIGHPASSIONSTUDIOS.COM



Made in Germany

COMPANY PROFILE

We're a skilled game studio specializing in game development, audio production, and 3D content. Our main project is Dwellink: War of the Nine, a creature collection game aimed at older players. In addition to our own games, we collaborate with other companies to create immersive soundscapes, catchy jingles, detailed 3D models (from houses to characters), and high-quality 2D graphic design.

We're currently seeking development funding to complete and launch Dwellink. After release, our vision is to grow it into a full multimedia franchise—featuring trading cards, plushies, figurines, and potentially an animated series.

REFERENCES AND EXPORT ACTIVITIES

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TARGET GROUP

We target players 16+ who grew up with Pokémon but have outgrown its child-focused style. Most creature collection games still cater to kids with cute monsters, cel-shaded graphics, and low-stakes stories. Palworld, released in early 2024, shifted focus to older audiences—with great success. With Dwellink, we aim to continue that momentum and deliver a more mature creature collection experience.

PRODUCTS / SERVICES

Dwellink is a single-player creature collection RPG built in Unreal Engine 5, blending core elements of Pokémon with the atmospheric depth and challenge of Soulslike games such as Elden Ring. Players collect, train, evolve, and battle creatures in turn-based combat—set in a dark, photorealistic fantasy world with a high-risk checkpoint system and rewarding difficulty curve.

By combining the addictive mechanics of monster collecting with mature themes and immersive worldbuilding, Dwellink fills a unique niche yet to be claimed. While Palworld—often called “Pokémon for adults”—proved massive demand for adult-oriented creature games with its record-breaking Steam launch, Dwellink targets that same audience from a completely different angle: serious tone, deep lore, photorealistic graphics and tactical depth. Our goal is to give grown-up fans the next evolution of the genre they grew up loving.

COMPETITIVE ADVANTAGES

HighPassionStudios has been fully remote since day one, cutting overhead costs and maximizing efficiency. Combined with our team's expertise and the power of Unreal Engine 5, we're able to create visually stunning, high-quality games—even as a small studio. Rapid tech advancements now allow passionate, agile teams like ours to compete at a high level.

IDEAL BUSINESS PARTNERS

With Indie.io on board as Dwellink's publisher, our marketing, PR, community, events, localization, and porting needs are covered. We're now focused on launching the game but still require development funds to finish it. Our ideal partner is an investor or VC interested in building a Dwellink multimedia franchise with us—without needing to invest much time in the project.



kalypso
WHERE GAMES LIVE

SUMMARY

Kalypso Media Group is a privately owned, global developer and publisher of interactive entertainment software for PC and console platforms with a strong portfolio in strategy games.



MADE IN
Germany

WWW.KALYPSOMEDIA.COM



Kalypso Media Group GmbH

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www.kalypsomedia.com

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Ms Yoko Kikuchi
Japan Country Manager
yoko.kikuchi@kalypsomedia.com
Phone: +81 (0)90 3100 4658
Languages: English, Japanese

COMPANY PROFILE

The Kalypso Media Group is a privately owned, global, independent developer and publisher of interactive entertainment software with a team of over 200 at 10 locations across Germany, England, Japan, the USA and France.

Kalypso Media has also established a digital-first label called "Kasedo Games" and enjoys very strong global digital distribution.

Furthermore, the group owns four development studios – Realmforge Studios, Claymore Game Studios, Gaming Minds Studios and Gaming Minds Studios Paderborn – to secure a constant supply of high quality games, and works with multiple leading independent developers.

PRODUCTS / SERVICES

Kalypso Media owns and operates some of the most recognised strategy franchises in the industry, including Tropicco, Commandos, Port Royale, Dungeons, Sudden Strike, and Railway Empire. Notable releases include Commandos 2 – HD Remaster, Praetorians – HD Remaster, Railway Empire – Nintendo Switch™ Edition, Dungeons 3 Complete Collection, Railway Empire – Complete Collection, Port Royale 4, Tropicco 6 – Nintendo Switch™ Edition, Commandos 2 – HD Remaster for Nintendo Switch™, Spacebase Startopia, Disciples: Liberation, Matchpoint – Tennis Championships, Tortuga – A Pirate's Tale, Railway Empire 2, Dungeons 4, The Inquisitor, and Commandos: Origins. Recent Kalypso releases also include Disciples: Domination and Sudden Strike 4, with Tropicco 7 upcoming.

The Kasedo Games label has released titles including Rise of Industry 2, IXION, Warhammer 40,000: Mechanicus, and Uncle Chop's Rocket Shop. Upcoming Kasedo titles include Warhammer 40,000: Mechanicus 2 and Life Below.

REFERENCES AND EXPORT ACTIVITIES

More than 60 games have been released between 2006 and 2026. We distribute our games worldwide. The most important territories for us are US, China, Germany, United Kingdom, Japan and several EU countries.

TARGET GROUP

The vast majority of Kalypso Medias customers are into strategy and simulation games and predominantly male. The age of our target group is between 18 and 49+. The parameters may vary strongly depending on the individual game.

COMPETITIVE ADVANTAGES

Kalypso Media Group is one of the largest privately owned developers and publishers in Germany, operating on a global scale.

IDEAL BUSINESS PARTNERS

We are looking to grow our sales through strong partnerships with digital and retail distributors who can help bring our titles to a wider global audience.

MARKET EXPLORATION TRIP | CREATIVE INDUSTRIES: GAMES | JAPAN

Carried out by:

In collaboration with:



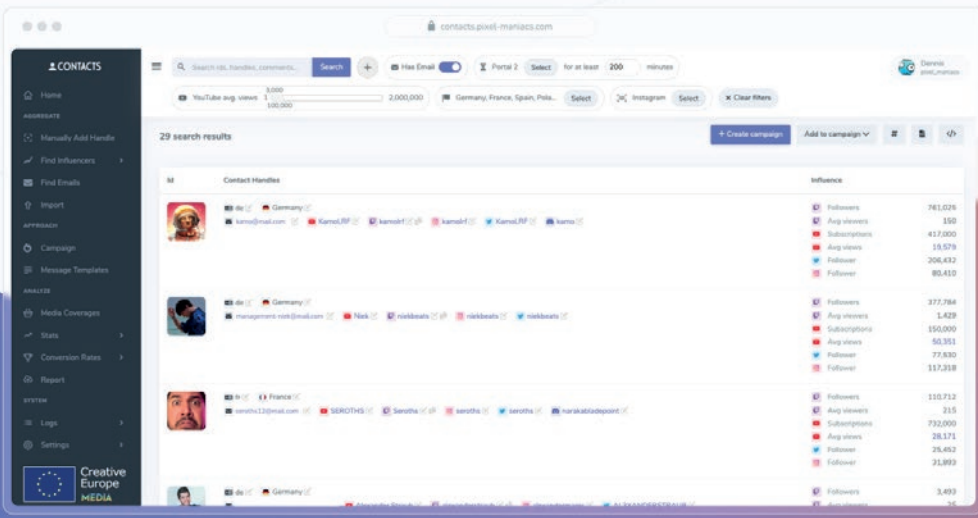
Build your own custom influencer database in
~~weeks~~ hours

No guesswork. No fluff.

“

With honesty, I am very impressed by it and we are going to love using it at Pathea.

IVAN KARADZHOV
SENIOR PUBLISHING
MARKETING MANAGER @
PATHEA GAMES




Contact Handle	Influence
<ul style="list-style-type: none"> Germany YouTube avg views: 3,000 - 2,000,000 Instagram 	<ul style="list-style-type: none"> Followers: 761,024 Avg views: 150 Subscriptions: 417,000 Avg views: 19,579 Subscriber: 206,432 Followers: 80,410
<ul style="list-style-type: none"> Germany YouTube avg views: 100,000 Instagram 	<ul style="list-style-type: none"> Followers: 377,784 Avg views: 1,429 Subscriptions: 150,000 Avg views: 50,351 Subscriber: 77,830 Followers: 117,358
<ul style="list-style-type: none"> France YouTube avg views: 100,000 Instagram 	<ul style="list-style-type: none"> Followers: 110,712 Avg views: 315 Subscriptions: 792,000 Avg views: 28,171 Subscriber: 25,452 Followers: 21,899

”

The Contacts Tool is exactly what I've been looking for after nearly a decade of doing organic influencer outreach ...

CONNOR BRIDGEMAN
MARKETING DIRECTOR @
LYRICAL GAMES

trusted by



SUMMARY

Game Studio which develops an invite-only organic influencer marketing tool used by publishers, agencies and developers worldwide.



MADE IN
Germany

WWW.PIXEL-MANIACS.COM

Benjamin Lochmann New Media GmbH



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www.pixel-maniacs.com

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Phone: +49 176 22359137
Languages: German, English

COMPANY PROFILE

We're a small indie game dev studio based out of Nuremberg, Germany. The company was founded in 2004 and we've developed literally hundreds of mobile apps and games since 2011. However, in 2015 we began following our true passion, and started developing games for PC and consoles.

Furthermore, we are currently developing an Influencer Marketing Tool for the games industry with the support of Creative Europe MEDIA.

PRODUCTS / SERVICES

Find creators who actually play your kind of game, automatically.

Here's how it works:

- Build your database of creators based on benchmark games automatically.
- Upload and assign keys for every platform you distribute your game on.
- Create and export outreach lists based on your creator requirements.
- Share media coverage reports and conversion rates with your stakeholders.

No more spreadsheet jungle. With minimum time investment from your side, but all the creative control.

REFERENCES AND EXPORT ACTIVITIES

<https://pitch.com/v/testimonials—pixel-maniacs-influencer-marketing-tool-3xw92f>

TARGET GROUP

Developers, Marketing Agencies, and Publishers operating in the games industry and interested in influencer marketing.

COMPETITIVE ADVANTAGES

Other tools offering influencer databases cover everyone worldwide, which is not what most companies need.

Our focus:

- You build your own database (together with all export functionality to make the data your own).
- The influencers gathered in your database are focused on your niche (since they're found based on your requirements).
- Outreach lists, key distribution and coverage tracking lead to a good organic outreach package.

IDEAL BUSINESS PARTNERS

Companies publishing video games or being responsible for (Influencer) Marketing.

MARKET EXPLORATION TRIP | CREATIVE INDUSTRIES: GAMES | JAPAN

Carried out by:



In collaboration with:





ROCKFISH
GAMES



EVERSPACE™ 2

GALACTIC EDITION

SUMMARY

ROCKFISH Games is an independent game studio specializing in cutting-edge space action RPGs (EVERSPACE) for PC and consoles.



MADE IN
Germany

WWW.ROCKFISHGAMES.COM



COMPANY PROFILE

ROCKFISH Games is an independent game studio specializing in cutting-edge space action RPGs (EVERSPACE) for PC and consoles.

Industry veterans Michael Schade and Christian Lohr founded ROCKFISH Games to create a new breed of adrenaline-filled adventures for space shooter fans through their acclaimed EVERSPACE IP.

After spending over two decades as joint entrepreneurs in the 3D graphics and mobile gaming space, Schade and Lohr built ROCKFISH Games from the ground up alongside their former team of veteran talents to the current studio of 30 game developers and community experts from across the industry over the past ten years.

PRODUCTS / SERVICES

- Released in 2017, EVERSPACE combines fast-paced combat with roguelike elements, great visuals and a captivating story.
- It takes you on a challenging journey through an ever-changing, beautifully crafted universe full of surprises. Shoot, craft and loot your way to victory while the odds are stacked against you.
- Released in 2023, EVERSPACE 2, puts you in the pilot seat of a fast-paced single-player space action RPG.
- Experience an exciting sci-fi adventure set in a vivid, open world full of secrets, puzzles, and perils. Level up and discover tons of loot while exploring more than 100 handcrafted locations set across uncharted space.
- EVERSPACE and EVERSPACE 2 (and their DLCs) can be purchased on Steam, GOG, Microsoft Store, Xbox, and PlayStation.

REFERENCES AND EXPORT ACTIVITIES

ROCKFISH Games is an independent studio who has self-published multiple titles in the EVERSPACE franchise which has sold more than 2.4 million across PC, Xbox, PlayStation, and Switch. Our latest title, EVERSPACE 2, won Best German Game at the 2024 German Computer Game Awards.

TARGET GROUP

EVERSPACE players are found all over the world with strong segments in North America, western Europe, and China. Our target demographic includes all segments of gamers with a strong emphasis on those who enjoy skill-based vehicular combat with RPG mechanics.

COMPETITIVE ADVANTAGES

ROCKFISH Games is a small, award-winning team that has been working together for more than 10 years. The studio is well-known for our EVERSPACE franchise and Unreal Engine 5 expertise. We are the recent recipient of a 8 million Euro grant from the German Government for our next project.

IDEAL BUSINESS PARTNERS

Artists, studios, production companies, marketing agencies, publishing companies.

Current projects



Muddini's Adventure

GAMES

Qookies

EDUCATIONAL GAME

GastroMobil

DIGITAL AND ANALOG EXPERIENCE

SUMMARY

We develop games for your company! Whether for learning, marketing, machinery, research, science or exhibitions, we inspire your audience.




MADE IN
Germany

WWW.STUDIOMERKAS.COM

COMPANY PROFILE

To engage your audience, strengthen your brand and drive customer loyalty, we offer a unique opportunity with our game development services. From mobile apps to virtual reality experiences, our team of experienced developers can bring your vision to life and create an unforgettable experience for your customers. Let's take your business and the power of games to new levels! Contact us at any time to find out more.

REFERENCES AND EXPORT ACTIVITIES

- Collaboration with global corporations on gamification solutions in the automotive and mechanical engineering sectors since 2018
- Development of the project "SWF," winner of the German Computer Game Award 2015
- Speaker at CeBIT on international VR panels
- Speaker at XR Expo since 2020
- Opening of a studio in Switzerland in 2025
- Cooperation with "LMU", "Technische Universität München" and "Fraunhofer Institut"

PRODUCTS / SERVICES

Game development projects can offer both users and developers a wide range of benefits. The benefits for users are numerous. Games offer an immersive and interactive experience that can be used for entertainment and stress relief, but also to improve cognitive skills. Examples include problem-solving skills, spatial awareness and decision-making. Games can also bring people together, create social connections and strengthen a sense of community. For developers, game development can be an incredibly creative field. It offers the opportunity to realise innovative ideas, develop new skills and collaborate with other passionate people.

TARGET GROUP

Larger companies with the need for using games for marketing, product showcasing or adding value to their existing customers.

COMPETITIVE ADVANTAGES

Developing games since 20+ years and worked with global players and international enterprise companies.

IDEAL BUSINESS PARTNERS

Everybody, games are universal!

MARKET EXPLORATION TRIP | CREATIVE INDUSTRIES: GAMES | JAPAN

Carried out by:

In collaboration with:



SUMMARY

Product-driven 3D consultancy and indie game studio, building games, simulations, and interactive experiences.




MADE IN
Germany

WWW.SOULVEN.COM



Soulven GmbH

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Germany
www.soulven.com

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Phone: +49 151 23127916
Languages: German, English

COMPANY PROFILE

We develop and produce digital 3D products with a strong focus on games, simulations, and interactive experiences. Our portfolio includes original indie game titles as well as bespoke 3D applications for training, visualization, and serious-use scenarios.

Alongside our own products, we operate as a development-focused consultancy, supporting partners from concept to implementation. Our services cover game development, real-time 3D solutions, simulation and training systems, frontend and backend development, and technical project leadership.

We work product-driven rather than agency-based, relying on a specialized in-house team and modern development workflows to build scalable, high-quality interactive solutions.

PRODUCTS / SERVICES

Our products and services include our own game productions as well as client-based development work in games, real-time 3D and web applications, simulations, and serious games.

We support studios, publishers, platforms, and companies in 3D or web development, technical implementation, prototyping, and interactive product development.

Our current business activities are mainly based in Germany and Europe. Our export activities include international digital game distribution, participation in international industry events, and the active exploration of new markets and partnerships, including Japan in 2026.

REFERENCES AND EXPORT ACTIVITIES

We develop narrative, atmospheric and technically ambitious game projects with international market potential. Our portfolio includes The Evil VR (2016), Absinth (2018), PERSEVERA Prologue (2022) and My Dear Emma Prologue (2026), combining psychological storytelling, photorealistic visuals and immersive gameplay. Current priorities include the international positioning of My Dear Emma ahead of its planned 2027 release and the development of a new strategy game planned for 2028.

TARGET GROUP

B2B: We support indie and mid-sized studios, publishers and industrial companies with interactive 3D development, real-time applications, simulations, digital training and serious games.

B2C: We target players interested in narrative-driven, atmospheric and visually immersive games, while expanding into strategy-focused titles. Our current market focus is Europe, with preparations underway for broader international expansion.

COMPETITIVE ADVANTAGES

We combine product development and consultancy under one roof, enabling fast prototyping and market validation.

Our specialized in-house team covers the full 3D and game development pipeline.

We work independently of agency models, focus on scalable products, and apply agile, research and development-driven workflows to reduce risk and accelerate delivery.

IDEAL BUSINESS PARTNERS

We seek partnerships with game studios, publishers and companies requiring reliable 3D development expertise, co-development support or publishing collaborations. We value partners with a clear, measurable and value-driven approach.

MARKET EXPLORATION TRIP | CREATIVE INDUSTRIES: GAMES | JAPAN

Carried out by:



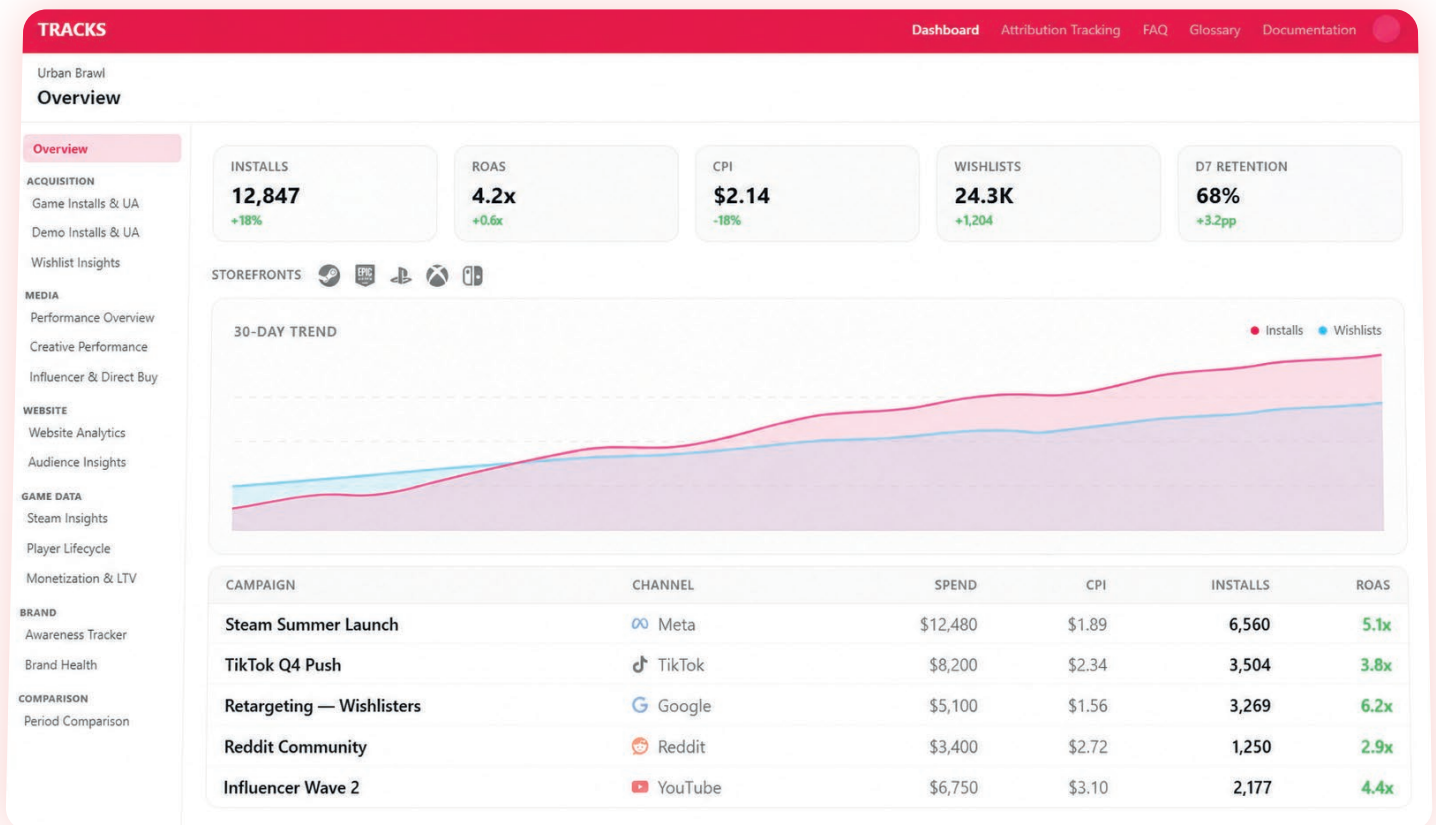
In collaboration with:



SECOND STAGE

Turn Insights Into Players

TRACKS is an advanced marketing intelligence and attribution platform for PC and console games. From announcement to post-launch, measure what matters across every campaign, channel, and storefront.



SUMMARY

We help game publishers track exactly which influencers, ads & PR drive wishlists, installs & DLC sales.



MADE IN
Germany

WWW.SECONDSTAGE.IO

SECOND STAGE

Second Stage GmbH

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www.secondstage.io

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Languages: German, English

COMPANY PROFILE

Second Stage is a Berlin-based marketing intelligence company for PC and console games. Our flagship platform TRACKS helps publishers identify exactly which influencers, paid ads, and PR activities drive wishlists, installs, and DLC sales. We're also developing Gamemarketer—a marketing co-pilot for research and content creation—and ReadySet.gg for building conversion-optimized game landing pages in seconds. Both coming soon.

REFERENCES AND EXPORT ACTIVITIES

Trusted by Snail Games (Bellwright), Red Barrels (The Outlast Trials), PLAION (Dawn of War IV), Secret Mode (Enshrouded), Saber Interactive (Bus Bound) and many more. Clients span North America, Europe and Asia.

TARGET GROUP

Video game publishers, studios, and marketing agencies working on PC and console titles. Ideal for teams running paid acquisition campaigns across multiple channels and storefronts who need unified attribution and ROI measurement. Relevant from announcement phase through post-launch, for indie releases to AAA portfolios.

PRODUCTS / SERVICES

TRACKS is an advanced marketing intelligence and attribution platform for PC and console games, co-funded by the Creative Europe MEDIA Programme of the European Union. It connects marketing spend to storefront ROI across Steam, Epic Games Store, PlayStation, Xbox, and Nintendo. Teams behind titles like The Outlast Trials, Enshrouded, and Dawn of War IV use TRACKS to optimize pre- and post-launch momentum and measure true campaign cost-effectiveness. Features include full-funnel analytics from awareness through retention, media performance comparison across paid ads, influencer campaigns and direct buys, creative intelligence with A/B testing, wishlist tracking with cost-per-wishlist metrics, brand health monitoring across YouTube, TikTok, X, Reddit, Twitch and news outlets, plus player lifecycle analysis with retention cohorts by acquisition source. Data is updated multiple times daily.

COMPETITIVE ADVANTAGES

Privacy-first architecture: GDPR and CCPA compliant, no cookies or PII stored. Easy backend integration with no SDK required. High attribution accuracy through an additional modelling layer combining deterministic and probabilistic matching. Cross-platform coverage across Steam, Epic, PlayStation, Xbox, and Nintendo in one dashboard. Automatic postbacks to ad networks for closed-loop optimization.

IDEAL BUSINESS PARTNERS

Game publishers and studios seeking data-driven marketing optimization with all efforts visible in one centralized dashboard. Performance marketing agencies specializing in games. Influencer and creator networks in the gaming space. Ad tech companies looking for gaming-specific attribution solutions. Industry events and trade organizations focused on games marketing.

MARKET EXPLORATION TRIP | CREATIVE INDUSTRIES: GAMES | JAPAN

Carried out by:



In collaboration with:






 MOSTRA INTERNAZIONALE
 D'ARTE CINEMATOGRAFICA
 LA BIENNALE DI VENEZIA 2025
 Venice Immersive

雲在雨千米

THE CLOUDS
ARE
TWO THOUSAND
METERS UP




 MOSTRA INTERNAZIONALE
 D'ARTE CINEMATOGRAFICA
 LA BIENNALE DI VENEZIA 2023
 Venice Immersive
 Achievement Prize

EMPEROR

SUMMARY

Yaga Studio is a company specializing in creating immersive XR experiences and innovative video games, established in 2024.




 MADE IN
 Germany



WWW.YAGASTUDIO.COM



Yaga Studio GmbH

Plautstr. 27-29
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www.yagastudio.com

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Languages: German, English

COMPANY PROFILE

At Yaga Studio, we push creative boundaries through craftsmanship and innovative use of game engines, developing our own video game IPs and narrative interactive experiences, offering top-tier development services to other companies, and collaborating on international co-productions that entertain and inspire. With team members from Taiwan and Vietnam to Chile and Germany, we're a multicultural and inclusive creative studio based in Leipzig, Germany.

Our work has been showcased and awarded at festivals such as Cannes, the Venice Biennale, Karlovy Vary IFF, and SXSW.

REFERENCES AND EXPORT ACTIVITIES

The work of Yaga Studio has been recognized at prestigious festivals like SXSW and the Biennale di Venezia, earning numerous awards and Emmy nominations for our innovative XR experiences.

TARGET GROUP

- XR & VR game industry
- Video game industry
- Streaming platforms

PRODUCTS / SERVICES

- Services: XR Experience, VR Gaming, Video Gaming
- Published works (examples):
- WALLACE & GROMIT JAMTASTIC!
- As Wallace embarks on his great journey, testing his latest breakfast gadget is in your hands! In an effort to make the spreading of jam a thing of the past, Wallace has developed a new "Jam-Toast Delivery System".
- EMPEROR is an interactive and narrative virtual reality experience that invites users to journey into the brain of a father suffering from aphasia.

COMPETITIVE ADVANTAGES

With experienced game developers in the XR and VR industry, Yaga Studio provides the necessary expertise in a growing and promising industry.

IDEAL BUSINESS PARTNERS

To enter into the Asian gaming market Yaga Studio would like to network with and establish close ties to Japanese gaming publishers, platformers and game development studios. We welcome collaboration opportunities in various forms, including co-productions and partnerships.

MARKET EXPLORATION TRIP | CREATIVE INDUSTRIES: GAMES | JAPAN

Carried out by:



In collaboration with:



Project executor

SBS systems for business solutions



SBS Systems for Business Solutions is a leading consulting firm specializing in company internationalization. Our offices are staffed with multilingual professionals who excel in navigating intercultural environments. Since 1999, we have been dedicated to developing, planning, and executing customized internationalization strategies for German SMEs, guiding them through global export initiatives. Our expertise extends to the Italian and German-speaking markets, where we support small and medium-sized companies in both Germany and Italy with their product and service distribution. Since 2006, SBS has managed export promotion projects for the German Federal Ministry of Economics and Energy (BMWE), and since 2015, for the German Federal Ministry of Food and Agriculture (BMEL). We have successfully organized nearly 200 projects worldwide.

Project executor

Sun Ten Consulting LLC



Sun Ten Consulting LLC was founded by German scientist Dr. Ralf Meyer. Based in Tokyo, it has many years of experience in consulting for the Japanese market. Specializing in B2B consulting, it supports foreign companies entering the Japanese market in various fields. Leveraging its highly specialized background, expert business knowledge, and deep cross-cultural understanding, it provides high-quality, customized support, including market research, local office establishment, and sales and marketing activities.

In collaboration with



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Rome office

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f. +39 06 390 311 61

sbsbusiness.eu

germantech.org

agrifoodble.de

Linked 

Business success through cross-culture thinking



www.gtai.de/mep