

Innovation dialogue event on challenges for Lithuanian game industry in Kaunas (Lithuania)

The gaming industry has already reached the cinema and music sectors worldwide in its scope and is aligning with the book publishing industry. In Lithuania, the gaming industry generates 0.02% of GDP, when compared with Finland, one of the EU's leading innovation leaders, the gaming industry's share of GDP in this country is 1.12%. However, in Lithuania, this sector is the second largest after biotechnology by value created by one employee. What do we need to do to be famous by not only laser technology, but also Lithuanian-made games? There was an opportunity to discuss about this at an innovation dialogue event organized by the Lithuanian Innovation Center and the Kaunas Science and Technology Park for the gaming industry.

During the event gaming industry companies could hear and discuss the different funding opportunities while creating innovative solutions. Such means as "Inoconnect" and "Enterprise Europe Network" were presented which let perspective companies explore new tendencies, find contacts abroad and start international partnerships.

The informational part of the event was followed by a discussion with representatives of the gaming industry and Elijus Čivilis Vice-Minister of the Ministry of Economy. The participants discussed the key aspects of the gaming industry, there is a need to achieve a breakthrough, stressed the need for game export sales skills, the lack of reflection of cultural identity in emerging productions, and the need for unified state support.

The event was organized by the representatives of Lithuania (LIC and Kaunas STP) involved in the international Interreg BSR program's project "Baltic Game Industry".

More on: <http://kaunomtp.lt/antri-po-biotechnologiju-lietuvos-zaidimu-rinka-pasirengusi-spurtui>