

# Why & How to invest in games

Gaming has become the most popular form of entertainment all over the world whereas other entertainment mediums are going through a declining phase. The revenues from the gaming industry continue to increase annually and will be reaching more than 45 billion dollars globally.

Sweden is known for being successful in the gaming industry with unicorns such as King and Mojang along with many other well-established gaming development companies. As the spectrum of gaming is huge and constantly evolving, finding the next great gaming company is challenging and often requires in-depth knowledge. Come and join this special seminar to learn more about how to capture suitable opportunities to invest in games.

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**Venue: Tekniska museet**  
**(The Science Museum)**

**Date: 11 September at 16:00 -19:00**

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**15:45-16:00** Registration

**16:00-16:05** Welcome by the hosts: Invest Stockholm & Swedish Games industry

**16:05-16:20** A snapshot of the Swedish Game industry landscape

**16:20-16:40** The journey from idea creation to IPO-challenges and opportunities for gaming companies

**16:40-17:20** Panel discussions: "Why & How to invest in games"

**17:20-17:30** Q&A & wrap-up

**17:30-19:00** Visit "Play beyond play" exhibition & Networking Mingle

RSVP: Contact Jenny at Invest Stockholm ([jenny.berthling@stockholm.se](mailto:jenny.berthling@stockholm.se)) for registration before September 6