

**BODW@BJ**  
**The Future of Global Games**  
Co-creation, gamification and other trends

Date: December 3, 2014 (Wednesday)  
Organizer: Embassy of Sweden in Beijing  
Co-organizer: Hong Kong Design Centre  
Time: 3-6pm  
Venue: The Nordic Center  
Loft 1 East, I-Culture Park, No. 29 Baiziwan Lu, Chaoyang District, Beijing  
Speakers: **Arthur Chow, Oliver Merlöv, moderated by Per Strömbäck**

**An inspiring afternoon with industry experts to share their insights on innovations in the global gaming industry, as well as the current gamification trend.**

Schedule

**15.00** Registration  
**15.15** Opening remarks by Counselor Gabriella Augustsson, Embassy of Sweden  
**15.20** Speakers on *'The Future of Global Games'*  
**15.45** Interactive dialogue led by Per Strömbäck  
**16.30** Q&A  
**17.00** Mingle with refreshments

Speaker biography:

**Per Strömbäck**

Joined games industry in 1996. Developer, publisher, industry spokesperson. Board member of Swedish Film Institute, and previously of Interactive Software Federation Europe. Published author and editor of two anthologies on digital society. Editor of Netopia web magazine.

**Oliver Merlöv, Massive Entertainment**

Merlöv has during his five years at Massive worked on key franchises such as Assassin's Creed Revelations, The Division and the mobile version of the world's biggest dancing game, Just Dance Now.

**Arthur Chow**

Co-founder and Chief Executive Officer of 6waves. The 6waves group is active in Hong Kong, Taiwan, China, Japan and Russia, reaching over 20 million active users worldwide. Arthur was previously the Executive Director for Business Development at TimeWarner's Turner International Asia Pacific and the Director of Business Development and Strategic Planning at Yahoo! Hong Kong. He was the winner of the prestigious *Ernst & Young Entrepreneur of the Year China Award* in 2012.