

## Exploring New Markets for Central Baltic Games Industry (Baltic Explorers)

Programme Priority: P1 Competitive economy

Programme Specific Objective: 1.3. More exports by the Central Baltic companies to new markets

Sub-programme: Central Baltic

Duration: 01.04.2020 - 31.12.2022

Total funding: 1.915.355 EUR

ERDF funding: 1.494.647 EUR ERDF

Project Summary:

Baltic Explorers aims at supporting companies in the game industry from Finland, Sweden, Estonia and Latvia to reach new markets in Asia and in the US.

The overall project objective is to strengthen the Baltic Explorers game industry cluster in the Central Baltic Region and to support the clustered companies to reach five to seven new publishers, investor or partner deals from the Asian or US markets.

The partner regions located in Sweden, Finland, Estonia and Latvia have active game company clusters with great potential to succeed in global markets. The project aims at supporting them by taking them to four/six B2B game industry events in Asia and the US to meet publishers, investors and potential partners.

## Map of Partners

### Partners

Lead Partner

#### **XAMK Kaakkois-Suomen Ammattikorkeakoulu**

**Country:** FI

[www.xamk.fi](http://www.xamk.fi) [1]

**Partner budget:** 486.249 EUR

**Amount of ERDF funding:** 364.687 EUR ERDF

Project Partners

## **LAB ammattikorkeakoulu Oy**

**Country:** FI

[www.lab.fi](http://www.lab.fi) [2]

**Partner budget:** 417.500 EUR

**Amount of ERDF funding:** 313.125 EUR ERDF

## **SA Tartu Teaduspark**

**Country:** EE

<https://teaduspark.ee/en> [3]

**Partner budget:** 282.657 EUR

**Amount of ERDF funding:** 240.259 EUR ERDF

## **Latvijas Tehnoloģiskais centrs nodibinājums**

**Country:** LV

[www.innovation.lv/lvc](http://www.innovation.lv/lvc) [4]

**Partner budget:** 298.647 EUR

**Amount of ERDF funding:** 253.850 EUR ERDF

## **Dataspelsbranschen**

**Country:** SE

<https://dataspelsbranschen.se> [5]

**Partner budget:** 430.302 EUR

**Amount of ERDF funding:** 322.726 EUR ERDF

## **Results**

### **Expected results**

### **Achieved results**

Project result in category - New cluster co-operation exporting to new markets

## **Baltic Explorers exploring new markets for Central Baltic games industry**

The overall objective of the project was to strengthen the game industry cluster in Baltic Sea Region and support the cluster to reach new publisher, investor or partner deals from the Asia or USA markets.

Project achieved 7 publisher deals, 6 investment deals, 4 project deals, 2 newly established and registered (Ltd.) companies, 5 AWARD-winning game achievements.

Project has improved awareness about the Central Baltic Region Game Industry Ecosystem. They created the cluster community (Be BIG community) where game companies from Estonia, Latvia, Sweden and Finland can introduce themselves, support each other and get connected to cooperate in the future. It is now a well-known platform among key players in the industry in which game companies can share their experience and achievements.

Project page in database

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At a glance

- the aim to strengthen the game industry in the Central Baltic area
- the cluster community, Be BIG community, was created

Files



[Game market overview](#) [7]



[Final report Go to market](#) [8]

Tags

[clustering and economic cooperation](#) [10]

## **Project Visibility**

### **Other media visibility**

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**Source URL:**<https://database.centralbaltic.eu/printview/120>

#### Links

[1] <http://www.xamk.fi> [2] <http://www.lab.fi> [3] <https://teaduspark.ee/en> [4] <http://www.innovation.lv/ltc> [5] <https://dataspelsbranschen.se> [6] <https://database.centralbaltic.eu/project/120> [7] [https://database.centralbaltic.eu/sites/default/files/LV\\_BE\\_WP3\\_Game-market-Overview\\_Final\\_B.pdf](https://database.centralbaltic.eu/sites/default/files/LV_BE_WP3_Game-market-Overview_Final_B.pdf) [8] [https://database.centralbaltic.eu/sites/default/files/LV\\_BE\\_WP4\\_Go-to-market\\_Final\\_B.pdf](https://database.centralbaltic.eu/sites/default/files/LV_BE_WP4_Go-to-market_Final_B.pdf) [9] <https://www.balticexplorers.eu> [10] <https://database.centralbaltic.eu/tags/clustering-and-economic-cooperation> [11] <https://www.xamk.fi/tutkimus-ja-kehitys/baltic-explorers/> [12] <https://www.facebook.com/BalticExplorers> [13] <https://twitter.com/BalticExplorers>