

China Game Developers Conference

2nd August

**Pudong
Ballroom 4**

**Console/PC Game Session
(Design & Programming)**

Simultaneous Translation: Yes

Host: Nathan Wang, Passionate gamer. Chief Editor of TGBUS

Time	Topic	Speaker
10: 00-10: 40	Reimagining God of War – A Journey of Exploration and Discovery	Keynote: Mr. Jeet Shroff, Gameplay Director of Santa Monica
10: 40-11: 20	TBD	Mr. Rob Bridenbecker, Vice President, Technology Strategy and Planning , Blizzard Entertainment
11: 20-12: 00	Jungle Warfare - The Art of Far Cry 5: Hours of Darkness AI animal Behaviour - Automated Testing in FarCry 5	Mr. Junhao Liao, Senior Art Director, UBISOFT Mr. Gareth White, Senior Tools Programmer , UBISOFT Mr. Tianyu Hu, Junior Gameplay Programmer, UBISOFT
Lunch Break		
14: 00-14: 40	Meaningful Art. Why and How to Search for Something more than Beauty.	Mr. Przemyslaw Marszal , Art Director, 11 bit studios
14: 40-15: 20	Introducing SpatialOS, and the Next Generation of Online Games	Mr. Herman Narula, CEO, Improbable Mr. Peter lipka, COO, Improbable
15: 20-16: 00	How to Utilize Intel Multi-core Platforms to Achieve High Quality Game Experience of Indie Game Sinner	Mr. Zhuoshi Sun, Senior Application Engineer, Intel Asia Pacific Research Development Ltd. Mr. Xun Feng, Art Director & Senior Concept Artist, DarkStar Games
16: 00-16: 40	Real-Time Cinematic Animation Pipeline	Mr. liangan Xu, Technical Account Manager, Epic Games China
16: 40-17: 20	“Making it” by Being the Oddball Out: Lessons Learnt from A Rogue Studio	Mr. Kan Gao, Director, Freebird Games

Pudong Ballroom 2+3	Mobile Game Session (Design & Programming)	Simultaneous Translation: Yes
Time	Topic	Speaker
10: 00-10: 40	Reimagining God of War – A Journey of Exploration and Discovery	Keynote: Mr. Jeet Shroff, Gameplay Director of Santa Monica
10: 40-11: 20	Maximizing Mobile Game Graphics Experience	Mr. Lin KoonWing Macgyver, Technical Director , iDreamsky
11: 20-12: 00	The Practical Application of PBR Project for Small and Medium Teams	Mr. Longfei Liang, Technical & Art Director, Beijing Fancyguo Technology Co. Ltd
Lunch Break		
14: 00-14: 40	The Fusion of Unity and Machine Learning	Mr. Jerry Bao, Technical Manager Greater China, Unity technologies
14: 40-15: 20	The Birth of <Night of the Full Moon>	Cheng Heng, Producer, Giant Network
15: 20-16: 00	Create a New World in Sandbox Game	Mr. Hank Jing , Founder and Producer, Gravitywave Interactive
16: 00-16: 40	The Develop and Production in Game Arts of ANNO: Mutationem	Mr. Pingwen Zhang, Project Manager, Beijing ThinkingStars Technology Co. Ltd Mr. Jian Zhang, Art Director, Beijing ThinkingStars Technology Co. Ltd

Pudong Ballroom 5+6	Indie Game Session	Simultaneous Translation: Yes
Host: Tony, VP of IndieLight		
Time	Topic	Speaker
10: 00-10: 40	Reimagining God of War – A Journey of Exploration and Discovery	Keynote: Mr. Jeet Shroff, Gameplay Director of Santa Monica
10: 40-11: 20	It is a Group Exercise: The Distributed Development of Edith Finch	Ms. Chelsea Hash, Lead Technical Artist , Giant Sparrow
11: 20-12: 00	An Independent Movie about Independent Games	Mr. Tiexin Liang, Creative Director, Make Best Game
Lunch Break		
14: 00-14: 40	How to Reduce the Cost of Porting Games to Consoles.	Mr. Yixin Xie , Technical Director, Pathea Games, Chongqing
14: 40-15: 20	How to Build the Level Design Working Flow for a Premium Indie Game	Mr. Zhe Li , CEO, Dotoyou Games
15: 20-16: 00	How to Run a Small Studio and Make a Good Game	Mr. Tyreal Han, CEO, Space Can Games
16: 00-16: 40	The Challenges of Integrating Narrative in OPUS: Rocket of Whispers	Mr. Brian Lee, Producer, SIGONO
16: 40-17: 20	"The Con Simulator" Working Solo As Designer, Artist, Coder And Composer	Mr. Wengu Eddy Hu, Indie Game Designer

Pudong Ballroom 7	Art & Audio Session	Simultaneous Translation: Yes
Time	Topic	Speaker
10: 00-10: 40	Reimagining God of War – A Journey of Exploration and Discovery	Keynote: Mr. Jeet Shroff, Gameplay Director of Santa Monica
10: 40-11: 20	Customizing and Extending your Wwise-based Interactive Audio Integration Workflow	Mr. Beinan Li, Product Expert, User Education and Technical Consulting Greater China, AudioKinetic
11: 20-12: 00	Substance 2018 New Automation Technology & How to Apply to Asian Developers	Ms. Meizi Yan, Country Manager & Lead Technical Artist, Allegorithmic
Lunch Break		
14: 00-14: 40	Make Tools for Game Audio Workflow	Mr. Guanya Sun, Director of Sound Development, Giant Interactive Group, Inc.
14: 40-15: 20	More On Screen! Performance Optimization for Artists	Mr. Jay Koottarappallil, CEO/Technical Art Director, WhiteMoon Dreams Inc/Next Sport Entertainment
15: 20-16: 00	A Solution for Machine Guns and Automatic Rifles Sounds in FPS	Mr. Kaihong Wu , Co-Founder, AimSoundStudio
16: 00-16: 40	Medical Examination Report of the Outsourcing Industry	Mr. Bin Lai, CEO, Muzhibian Cci Capital Ltd. Shanghai
16: 40-17: 20	The value of Sound Designer to Content Provider and Middleware Planning with High Quality Games	Mr. Jian Yu, Sound designer, Xiaoxu Music
17: 20-18: 00	Big Day of Pixel	Mr. Ge Yan, Artist, Sonic Shield

China Game Developers Conference

3rd August

Pudong Ballroom 4	Mobile Game Session (Design & Programming)	Simultaneous Translation: Yes
Host: Mr. Chen Shen, Chief Editor, uuu9.com		
Time	Topic	Speaker
10: 00-10: 40	Optimizing UE4 for Massive Open World Cross-platform Play Title	Keynote: Mr. Mi Wang, Senior Developer Support Engineer, Epic Games China Mr. Wenlei Li, Developer Support Artist, Epic Games China
10: 40-11: 20	A Brief Review and Summary of Development and Design of Chu Liuxiang Two Issues of Character Style in Chinese Antique MMORPG while Proceeding <Chu Liuxiang>	Mr. Ning Lyu, Product Manager, Netease Ms. Siyue Wang, Lead of Graphics designer, Netease
11: 20-12: 00	Designing Two Tasty Cores Three Times Over: The Case of Brawl Stars	Mr. Antti Summala, Game Designer, Supercell
Lunch Break		
14: 00-14: 40	The Stories of the World of Legend 3D Mobile Game	Mr. Yehua Zhou, Lead of Game Designer of The World of Legend 3D, Shanda Games
14: 40-15: 20	Unreal4 Develop Practice with Lua	Weiwei Pang, Deputy Technical Director of VAS Department, Tencent IEG
15: 20-16: 00	The Game Client Efficiency Optimization of "Samurai"	Mr. Zhenghui Qin, Senior Technical Director, LEDO Interactive Co., Ltd.
16: 00-16: 40	Tips for Indie Game Self-publishing.	Mr. Lans Wang , Creative Director/co-founder , Veewo Games
16: 40-17: 20	"Muse Dash" Creation Process	Mr. Haoqi Li, CEO, PeroPero Games

Pudong Ballroom 2+3	Console/PC Game Session (Design & Programming)	Simultaneous Translation: Yes
Host: Nathan Wang, Passionate gamer. Chief Editor of TGBUS		
Time	Topic	Speaker
10: 00-10: 40	Optimizing UE4 for Massive Open World Cross-platform Play Title	Keynote: Mr. Mi Wang, Senior Developer Support Engineer, Epic Games China Mr. Wenlei Li, Developer Support Artist, Epic Games China
10: 40-11: 20	How to Build Open World from Scratch Develop WW Audience Oriented Mobile Games in China	Mr. Jiang Anqi , Lead Level Designer , Ubisoft Chengdu Mr. Hao Zhang, Mobile Director , UBISOFT
11: 20-12: 00	Adventures on Nintendo Switch	Mr. Elijah Freeman, General Manager Shanghai Studio, Virtuos China Ltd.
Lunch Break		
14: 00-14: 40	Introducing PlayFab, Best Way to Run LiveOps for Unity Games in the West	Mr. Nathan Shim, Program Manager, Microsoft
14: 40-15: 20	Advantages and Characteristics of the Next-gen Game Engine Graphics APIs: Vulkan and DX12	Mr. Jimmy Hua , MTS Engineer , AMD
15: 20-16: 00	Let Every Player Enjoy the Process of Creation - Sandbox Game Development Sharing	Mr. Zhenhua Xu, Assistant president and Project Producer, Snail
16: 00-16: 40	Faith of Danschant – Level Design	Mr. Rex Chao, Producer, JoyFun Game
16: 40-17: 20	Use Math to deal with Games	Mr. Haifeng Fu, CEO, MiYa

Pudong Ballroom 5+6	Game Operating Session	Simultaneous Translation: Yes
Time	Topic	Speaker
Host: Dana Liu, Gaoqu company		
10: 00-10: 40	Optimizing UE4 for Massive Open World Cross-platform Play Title	Keynote: Mr. Mi Wang, Senior Developer Support Engineer, Epic Games China Mr. Wenlei Li, Developer Support Artist, Epic Games China
10: 40-11: 20	Game Operation in TapTap	Mr. ShaoMan Lei, Vice President, TapTap
Lunch Break		
14: 00-14: 40	Introduction to Subor Platform	Mr. Lei Jin , Technology Director, ZhongShan Subor Advanced Technology Co., Ltd Shanghai Branch Mr. Winter Guo, Publishing Manager, ZhongShan Subor Advanced Technology Co., Ltd Shanghai Branch
14: 40-15: 20	The Overseas Expeditions of Chinese Games	Ms. Mei Peng, Overseas Operations Department Senior Director, 37 Interactive Entertainment
15: 20-16: 00	TBD	Mr. Akuma Lee, VP, Zhong Qing Long Tu Network Co.ltd.
16: 00-16: 40	The Architecture of 3D Game Engine "Speed Shark"	Mr. Peng Zhang, CTO, EGLS CO.,LTD
16: 40-17: 20	Publishing in Southeast Asia, How To Succeed	Mr. Maxim de Wit, Director, Business Development of goGame

China Blockchain Technology and Game Developers Conference

Topic: Chain Game

2nd August

**Grand
Shanghai
Ballroom 1**

Topic : Explore New Gameplay

Simultaneous Interpretation: Yes

Host: Mr. Yang Song, Co-founder, TonArts

Time	Topic	Speaker
9: 30—9: 50	Onboarding the Next Billion Consumers to the Blockchain	Mr. Benny Giang, Co-founder, Cryptokitties
9: 50—10: 10	Blockchain, the Game Changer of Next Decade	Mr. Jinsong Zhang, Founder & CTO, MagnaChain
10: 10—10: 30	Cocos-BCX Platform for Managing and Exchanging Decentralized Applications and In-app Assets.	Mr. Haozhi Chen, CEO, Beijing CHUKONG Technology Co.,Ltd.
10: 30—10: 50	Treat the Blockchain Game in Rational Perspective	Mr. Sunding Tang, CEO, MOBOX TECHNOLOGY CO.,LIMITED
10: 50—11: 10	Decentraland: A Platform for Blockchain Gaming	Mr. Ariel Meilich, Project Lead, Decentraland
11: 10—11: 30	In-game Token Economy	Ms. Xuan zhang, Partner & CEO, MixMarvel
11: 30—11: 50	The Sandbox - A Decentralized Gaming Platform made by Players, on the Blockchain	Mr. Sebastien Borget, COO & Co-founder, PIXOWL
11: 50—12: 30	Panel: Future and Marketing for CryptoGames Host: Ms. Shirley Lin, Co-founder and Chief Business Development, DOGI	Ms. Shirley Lin, Co-founder and Chief Business Development, DOGI Mr. Sumit Gupta, founder and CEO, Boom.tv Mr. Matias Nisenson, CEO, Experimental Mr. Arthur Madrid, Co-founder & CEO, Pixowl Mr. Ke Wang, CEO, Mirage Interactive Co.,Ltd.
Topic: Link New Access		
14: 00—14: 20	Blockchain Games Industry White Papers	Mr. Fengxuan Niu, CEO, DappReview
14: 20—14: 40	Zombie Battleground: The Future of Blockchain Gaming	Mr. James Duffy, CMO, Loom Network

14: 40—15: 00	Ares Empowered Game Social Blockchain in Central Europe –Plasmabased Blockchain Game Platform Ares Tech	Mr. Christian Gehl, CTO, Ares Tech
15: 00—15: 20	The Business Process & VM Design of Card Game Chain	Mr. Xingkai Huo, CTO, JUZHONGJOY
15: 20—15: 40	LAYA.ONE—The Leading Blockchain Game Engine & Ecological Platform	Mr. Kuo.W, CEO, LAYA.ONE
15: 40—16: 00	From Social Trend of Thought Change to Watch the Opportunities in Blockchain	Mr. Hao Chen, Head of Bitguild China, Bitguild
16: 00—16: 20	Make a Living out of Blockchain Gaming	Mr. Matias Nisenson, CEO, Experimental
16: 20—17: 00	Panel : The Difference between Blockchain and Traditional Game Host : Mr. Runhua Guo, Dean of GYRO FINANCE Institute, GYRO FINANCE	Mr. Hao Chen, Head of Bitguild China, Bitguild Mr. Jianfeng Sun, CEO, Amazing Blocks Technologies Mr. Xiao Wu, Head of Cell Evolution, Nanjing White Matrix Technology Mr. Samuel Shen, CEO, Seeinfront Technology Pte Ltd Mr. Ya Liu, Product Manager, Ajob Lab
17: 00—17: 40	Panel : Games on Blockchain ·Discuss the Development of Blockchain Game Host : Mr. Johnny Lou, CEO & Chief Editor, HeightFinance	Mr. Luke Zhang, CTO, Loom Network Mr. Xiaoxing He, Co-founder, Playblock Mr. Changhao Jiang, Cofounder & CTO, Cobo Global Limited Mr. Lei Qian, CEO, Unitopia Foundation

**China Blockchain Technology
and Game Developers Conference of Sponsor Session
3rd August**

Grand Shanghai Ballroom1

Simultaneous Interpretation: Yes

10: 00—12: 00 Cocos Session

14: 00—15: 00 LAYA.ONE Session

15: 00—17: 00 MagnaChain Session