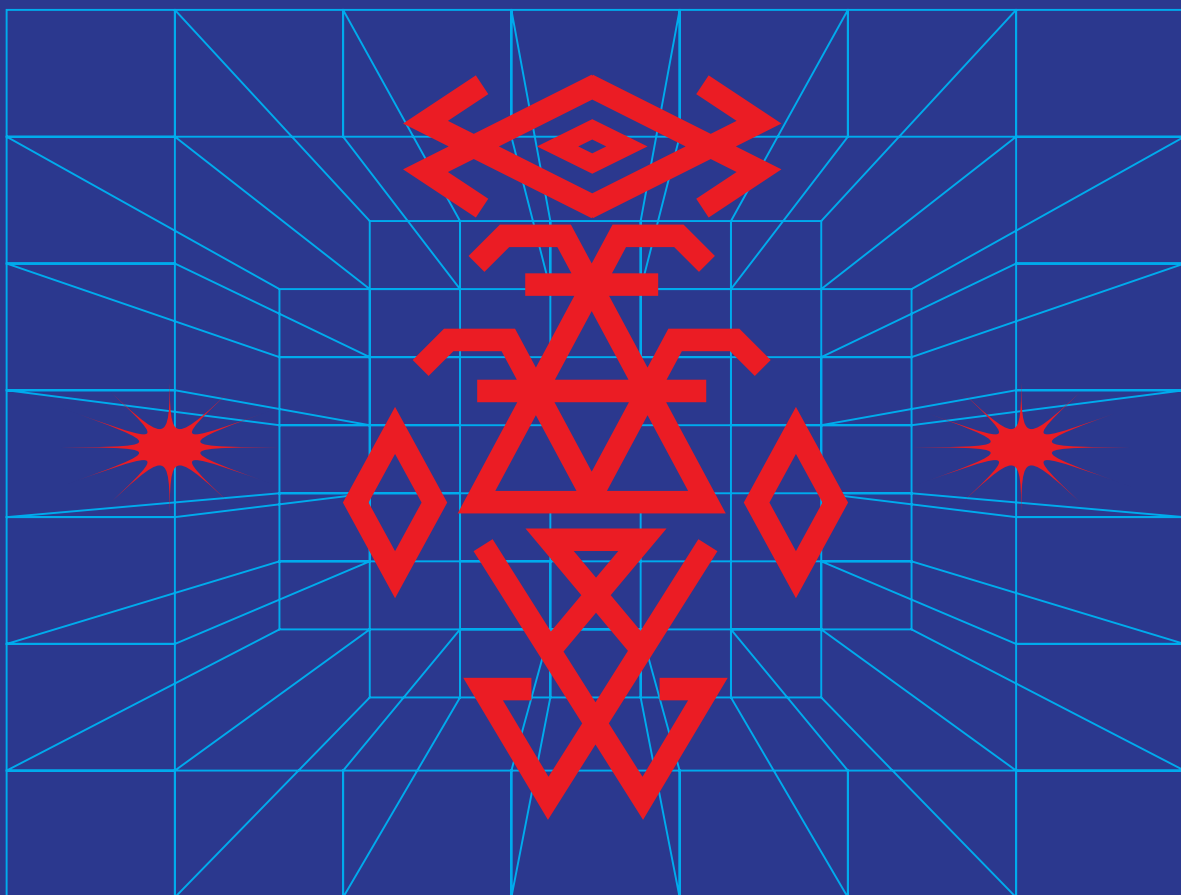
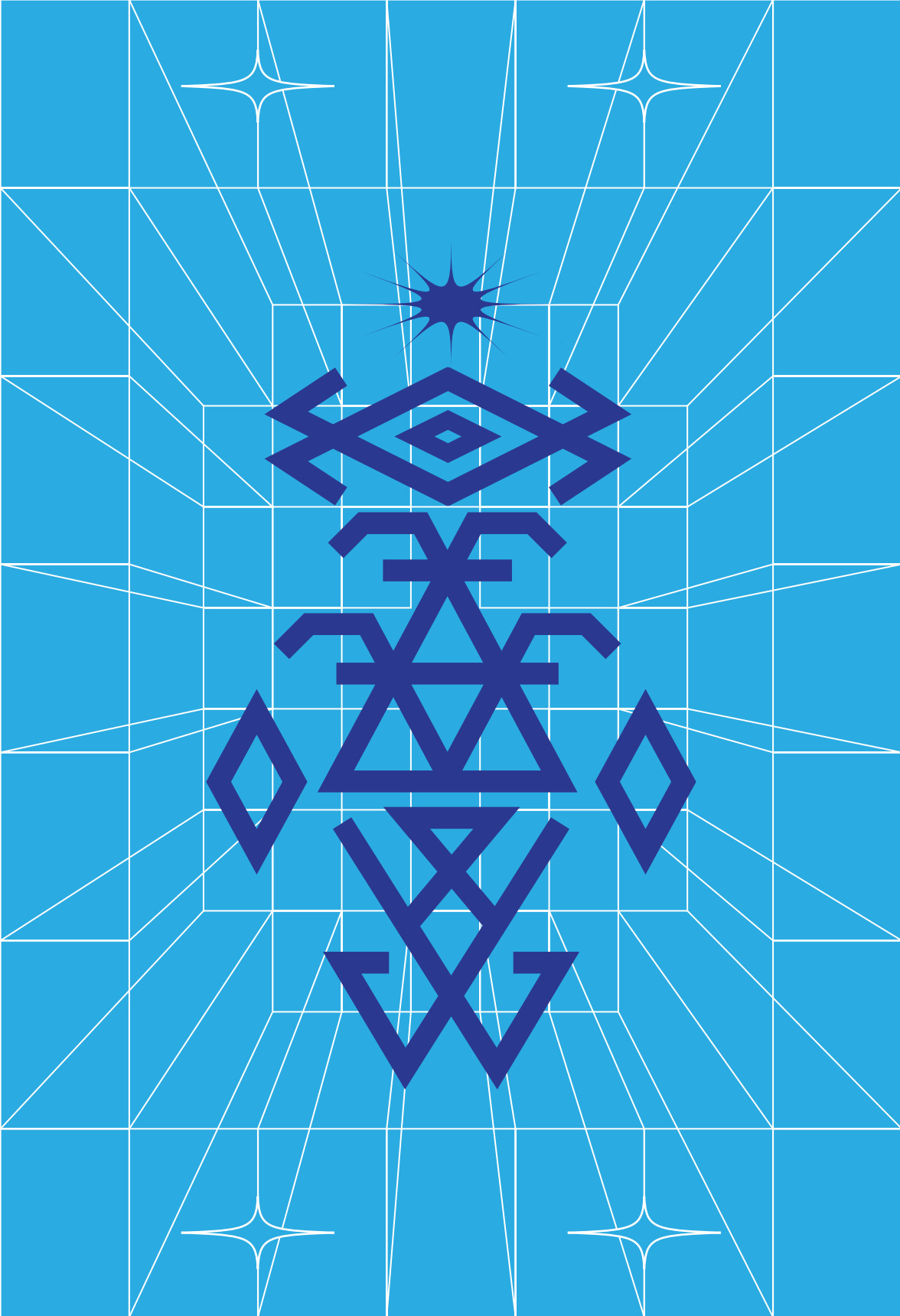


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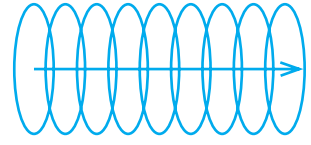
SGA⁺
SERBIAN GAMES ASSOCIATION

THE   NEW
FRONTIER 
OF  EUROPEAN
GAME  DEV





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WELCOME TO SERBIAN GAME DEV!



Well, this is BIG!

After years of steady growth, community development and many success stories, Serbia is for the first time present at Gamescom as a country, as a “national” ecosystem of game development and creative-tech companies and stakeholders. For us - this is a major milestone and we are delighted to share it with you!

We are boldly leveling up, and going beyond individual success stories to forge and present you a new, flourishing European industry emerging in the south-east of our continent - THE NEW FRONTIER OF EUROPEAN GAME DEV.

But don't be mistaken, our benchmarks are not the times when game developers in our country were few and far between. Today we can boast some of the best quality talent in this part of the world, amazing and utterly creative service providers, as well as original games and cutting-edge technologies from Serbia which our colleagues and peers are working on, dedicated and motivated to show to the world their breathtaking accomplishments, as well as those that are yet to come.

You've surely heard of Nordeus, who created the most successful mobile football manager game of all times. Everyone knows of Metahuman by now, the ground-breaking technology which is now an integral part of Unreal Engine. But maybe not everyone is aware that the technology behind it was created by 3 Lateral, a company founded and based in Novi Sad, a city in the north of our country, one of the three key gamedev hubs alongside the capital Belgrade and Niš in the south. Mad Head Games have been around for more than a decade and are now part of the Saber Interactive/Embracer Group, currently working on the first AAA title to ever come out of Serbia. So it seems that we are already leaving a mark on the global map.

Following in the footsteps of these pioneers are almost **150 companies and teams**, more than 3.000 professionals active in our industry, and who knows how many students and young creative people determined to pursue their professional path in game dev and related fields. What sets our talent apart is their endless motivation, depth of insight, supreme communication skills, agility and collaborativeness.

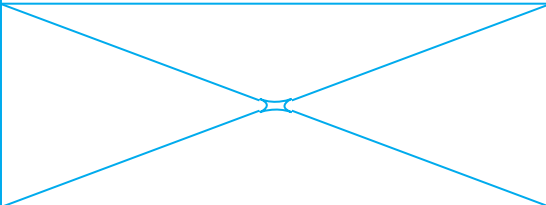
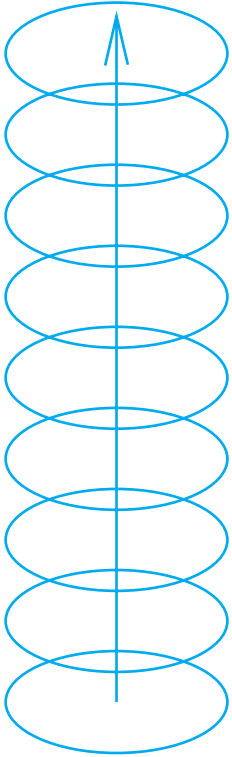


The Serbian gamedev community is not just a word to be thrown around, it has become a reality, and it pushes all of us forward, together. And as a shepherd of sorts, the **Serbian Games Association** serves as a conductor and enabler for all of the components to work together and converge towards a higher goal. We are certain that everything is in place for us to aim sky high. With a firm leading position of our ecosystem in the Adriatic, Balkan and SEE regions, we are ready to ascend to the European top-tier.

For our first appearance at Gamescom, we brought along nine diverse companies, who all in their own different ways showcase the astonishing scope and highest quality of our industry. By engaging with them, you are opening a multitude of opportunities for collaboration, co-production and doing business together, for bringing your products and projects not one, but several steps ahead.

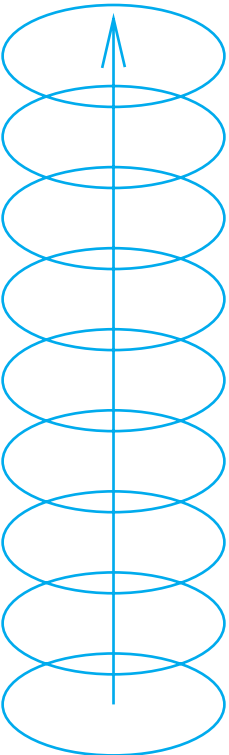
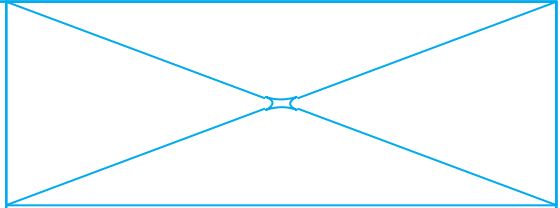
Two Desperados are an accomplished producer of successful, original mobile IPs. **Phobos** and **Shosha Games** are the new lights on the horizon, working on some impressive titles that will hit the market very soon. But then, maybe most importantly, we are proud to showcase homegrown service providers of exceptional quality and scope. When it comes to art, characters, assets, cinematics or trailers, look no further than **Art Bully**, **Onyx Studio**, **Digital Asset Tailors** and **Spring Onion Studio**. On another note, **Gamebizz Consulting** is on the path to become one of the most relevant consultancies for our industry, globally. And we even got esports covered, with **Fortuna Esports** being the regional leader.

Reach out, talk to them, get to know them. Ultimately - **create some awesome things together!**





**SERBIAN GAMING
INDUSTRY
ECOSYSTEM**



THE LONG STORY SHORT



The Serbian gaming ecosystem has been developing steadily over the past decade or so, while in the last couple of years it is experiencing a massive growth. With widely successful games and several major acquisitions under our belt, we now have almost 3.000 people working in the sector, and that number is growing each month.

The success of the “first generation” of Serbian companies (such as Eipix, Mad Head Games, Nordeus or 3 Lateral), has brought many of the global major players to Serbia, who brought along their extensive experience. The list reads as “who’s who” of the American and European leading companies: Take-Two Interactive, Epic Games, Playrix, Saber Interactive and Embracer Group are all part of our extended family, while the likes of Playstudios and Wargaming also joined the ride in recent years. Now, there are more than 130 companies and teams who are aiming high, encouraged by these developments.

For two years in a row, Serbian game dev has been identified as one of the most promising tech sectors in Serbia by Startup Genome, and was also selected as one of the four sectors with the strongest innovation potential by the Serbia Innovates project. This led to the formation of the Creative Tech Serbia supercluster, a project that brings experiences from the gaming industry into other, both complementary and more traditional industries, and thus extends our influence even further.

Initiatives, incentives, and funding programs have been put in place to empower the industry’s creators, offering tax breaks and marketing assistance for their visionary projects, including the “IP Box” for cutting the costs of R&D, numerous funding and acceleration programs by the Serbia Innovation Fund and much more. The country has proven to be an excellent location for digital nomads, or junior and senior professionals looking for new opportunities.

The logo for the Serbian Games Association (SGA) is located at the top of the central text box. It consists of the letters 'SGA' in a bold, sans-serif font, with a small white cross symbol to the right of the 'A'.

SERBIAN GAMING INDUSTRY REPORT

2022



Serbian Games Association's annual industry report is in its fifth edition by now, which enables us to follow specific trends and, more importantly, to address both the challenges and the opportunities. Serbian game devs are mostly working on original IPs. Mobile leads the way, but core games are not that far behind. Beyond games, there are plenty of highest quality services available, a thriving esports scene and even companies developing technology that is utilized by the global leaders of the industry.

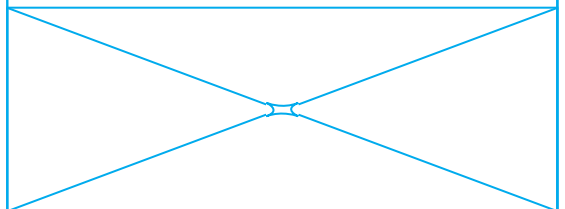
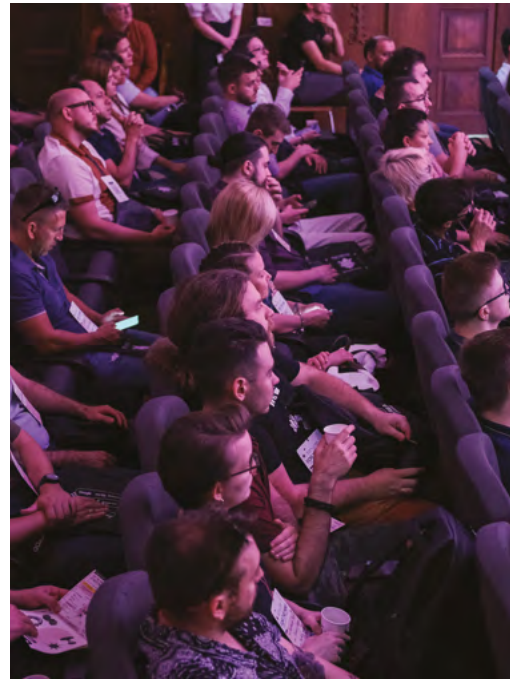
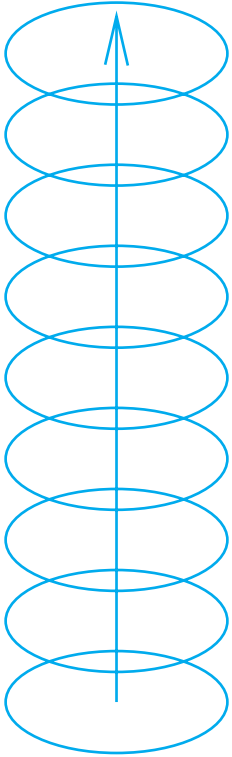
The SGA, founded five years ago, is following these developments and growing as an organization in its own right. With major flagship events taking place each quarter - and many many more in between - it connects, incites and excites the entire community, while on a mission to show to the young people that game dev holds a promising future for them when it comes to their career paths of choice. All of the events have a distinct international dimension, so we invite you to join passionate game developers, enthusiasts and industry pioneers as they connect, collaborate, and share their knowledge. Experience a supportive community where inspiration and innovation flow freely!

From masterful game designers and brilliant programmers to artistic virtuosos and mesmerizing sound engineers, Serbia's talent pool is brimming with expertise that fuels the industry's growth. Game development courses and programs are readily available at numerous faculties, paving the way for the next generation of gaming trailblazers. The past three years we have witnessed the emergence of at least three new study programs, while even more universities are expressing interest to include the gamedev-relevant courses in some of their existing study programs, or even start entirely new programs.

Serbia's gaming industry is open to teamwork, fostering innovation, and enhancing creativity, fueling a spirit of progress and achievement. We embrace the boundless opportunities for collaboration and co-production with international partners, and are eager to hear from you! If this may not be the chase, we are certain that you will hear about us, as we are looking forward to witnessing the Serbian game development studios earn well-deserved recognition and prestigious awards at regional and international gaming events. Their brilliance shines brightly on the global stage, making Serbia a true gaming force to be reckoned with.

Successful innovation ecosystems are like living organisms - constantly changing, evolving and adapting. The ability of an innovative ecosystem to adapt must be greater than the degree of changes dictated by external factors, so that the ecosystem will have the possibility not only to survive - but also to thrive. Our ultimate goal is to support the development of the entire gaming and creative-tech ecosystem, in order to advance toward technological leadership and global recognition of Serbia as both a technological and a creative country, one that not only offers great products to the world, but also technologies and concepts that create the foundation for the next generations, bringing value on a global scale.

So we invite you to discover the thriving Serbian gaming ecosystem. It has been on an electrifying journey, carving its path to success with remarkable achievements and a vibrant community of gaming enthusiasts. Immerse yourself in a world of boundary breaking possibilities, where dreams are crafted and your new adventures await.





EXHIBITORS

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Two Desperados is a gaming company based in Belgrade that develops casual mobile games, best known for marble shooters Viola's Quest and Woka Woka.

Over the years, Two Desperados has become one of leading game dev companies in Serbia, with a sole passion to constantly develop new products from scratch to finish, one that will keep improving player experience in the mobile gaming industry. Back in 2010 when the studio was founded, we were a bunch of gaming enthusiasts driven by our goal to make the best casual mobile games and test innovative ideas. Now as a team of 80 people, we still live by this mantra. Tech at core, fun at heart is our motto.

We keep our players curious by constantly evolving their favorite casual games. As a creative team that draws inspiration from taking action and pushing the envelope further, we always search for new ways to level up - ourselves, our games, our players.

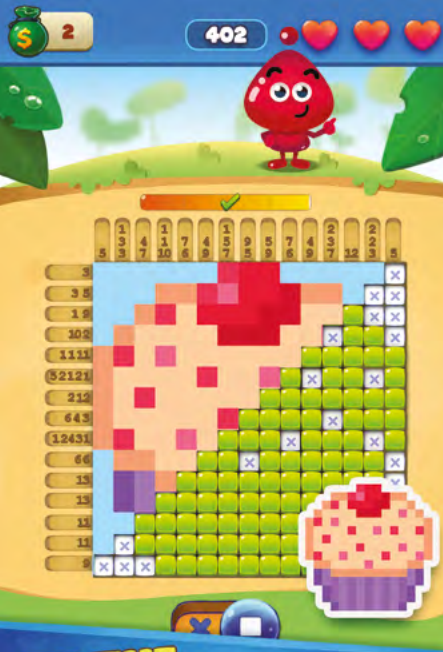
Our third game NoNo Crossing was globally released in April 2023. As a picture puzzle logic game, NoNo expands our portfolio beyond the marble shooter category, which has been engaging over 30 million players worldwide for years now. NoNo Crossing takes players to a colorful world of picross levels, with lovely tiny characters set in a joyful world. Relaxing and fun, NoNo also offers a stimulating gaming experience by setting challenging puzzles, obstacles and novel features.

NoNo's innovation lies in its elevated gameplay, rich liveops and events specific to the casual gaming universe. Amazing graphics, exciting cross puzzle events, new types of events and striking characters are some of the outstanding features players get to explore!

SERBIA | **THE NEW FRONTIER**  **OF EUROPEAN GAME DEV** 

NONO CROSSING





BE THE
SMART
ONE!

REVEAL
PICTOGRAMS
HIDDEN



REMOVE
BLOCKERS





	3	4	5	3	2
5					
5					
4					X
2				X	X
1				X	X

PLAY NOW!

ART BULLY PRODUCTIONS

www.artbully.co
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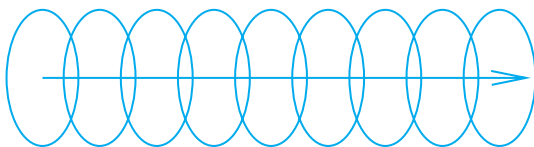


Art Bully Productions has been in operation for 15 years, and we have contributed to over 45 shipped titles. We're a fully functional art outsourcing company providing full turnkey art development, which includes concept art, modeling, texturing, rigging, skinning and animation - to clients both big and small. We employ over 180 highly-skilled artists working full-time between our three studio locations.

As a quality driven company, we don't operate a massive factory-style outsourcing venture. Instead, we function in leaner, more efficient strike teams that specialize in characters, creatures, weapons, vehicles, complex prop structures, and animation. This ranges from photo-realistic assets to highly stylized assets. We've created a number of these asset types for our clients.

Some of them include Epic Games, Activision, Bethesda Games, 2k Games, Crystal Dynamics, Obsidian Entertainment, Gearbox Software, Hi-Rez Studios, Frictional Games - to name just a few.

Art Bully Productions operates from three primary locations. Raleigh, North Carolina, Belgrade, Serbia, and Mohali, India. We provide a full range of services that pertain to video-game, cinematic, and physical art assets. Our team of artists are very flexible and can work within your existing pipeline or help you establish a new one. We'll also make sure that the quality and integrity of the art is maintained from concept to completion. In short, our goal is not just to meet but also to exceed your expectations.



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CALL OF DUTY MODERN WARFARE REMASTERED



PREY



RISE OF THE TOMB RAIDER



ART BULLY
PRODUCTIONS

TORCHLIGHT III



notmycar battle royale



RAGE 2



ART BULLY
PRODUCTIONS

AMNESIA REBIRTH



GODFALL



ROGUE COMPANY



ART BULLY
PRODUCTIONS

ART BULLY TRAINING CENTER

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Art Bully Training Center Director

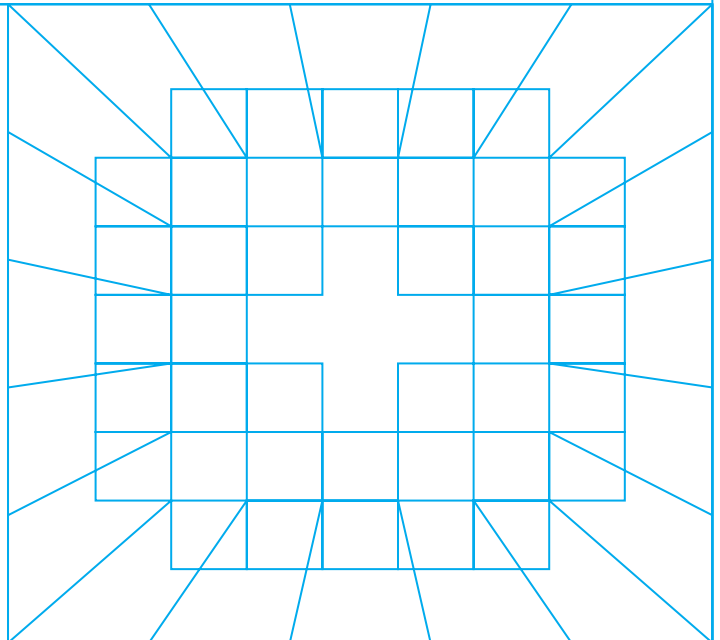
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Art Bully Training center trains candidates who want to begin or improve their careers in the gaming industry. Our courses are based on the latest standards and our teachers are employees of Art Bully Productions so they have years of experience in making the most popular AAA games.

Courses are designed to instruct candidates how to use all the tools necessary for the gaming industry. Through constant feedback, candidates will learn how to take their work to the highest level of quality, in preparation for industry leading client expectations. Considering Art Bully Productions works with the most distinguished and most demanding clients, our courses will teach you how to respond to their needs with confidence.

Learn from the industry best.



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THE NEW FRONTIER ✨ OF EUROPEAN GAME DEV ✨

ART BULLY
TRAINING CENTER



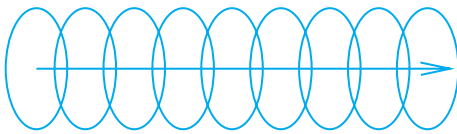
ART BULLY
PRODUCTIONS



WHO TO LOOK FOR
AT GAMSECOM?

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CEO

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GameBiz Consulting, a leading boutique consulting firm, is committed to serving the video games industry. Our comprehensive services include business development, ad monetization, user acquisition, and tax and financial advisory - all tailored to the unique needs of game developers. Under the leadership of CEO and Founder Nikola Čavić, our experienced team has become a trusted partner for gaming companies worldwide.

Our mission is to help gaming studios focus on making great games while we take care of their business needs. We take pride in the teams we have had the opportunity to work with and continue to seek new partnerships. Our services range from opening doors for newcomers to the industry to optimizing monetization, negotiating, and securing various tax and financial incentives. Our clients, who range from emerging startups to established giants in the gaming industry, are at the heart of everything we do at GameBiz Consulting.

We've had the privilege of working with some of the most innovative and successful companies in the industry, including Tactile, Space Ape and Wargaming, among others.

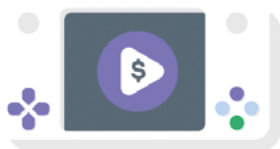
At GameBiz Consulting, we believe in staying connected with our clients and the gaming community. We regularly share fresh insights, case studies and reports through our website and social media channels. We also provide resources such as blogs that delve into various aspects of the gaming industry.

Choosing GameBiz as your partner is like gaining a co-pilot in your journey through the dynamic world of the video game industry. We dive into your vision, aligning our expertise with your goals to create a roadmap to success. Whether you're gearing up to launch an innovative new game or aiming to level up an existing one, we're more than ready - we're genuinely excited. So, let's embark on this adventure together!



Top Level Industry Guidance and Advisory

Steering Growth and Fostering
Relationships in the Video
Game Industry



Winning Ad Monetization Strategies

Ensuring Compliance and
Maximizing Yield with Ad
Monetization



Optimized Strategies for User Growth

Managing High-Value User
Acquisition Campaigns
Across Multiple Channels



Tailored Financial Services for Game Studios

Helping Game Studios
Navigate Tax and Finance

SPRING ONION STUDIO

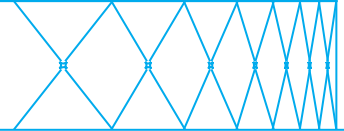
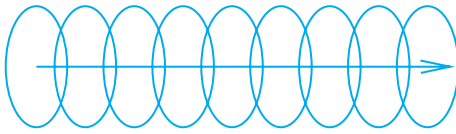
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WHO TO LOOK FOR
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Spring Onion Studio is a renowned production house based in Belgrade, Serbia, which specializes in providing top-notch services for in-game asset development and cinematic/cutscene production. With a team of highly skilled experts proficient in sculpting, modeling, texturing, rigging, and animation, we consistently deliver high-end AAA-quality results. Our comprehensive range of art services covers the entire spectrum of game development, from the initial stages to the final marketing production.

Our portfolio proudly showcases a diverse array of projects that highlight our capabilities. For instance, we undertook the challenging task of designing, modeling, and texturing 50 characters for the highly anticipated launch of the updated Adobe Mixamo platform. Furthermore, we have successfully ventured into the realm of high-end cinematics, creating captivating visuals that enhance the gaming experience.

One notable achievement is the announcement trailer we produced for the highly anticipated game *Disciples: Liberation* developed by Kalypso. Through the seamless integration of stunning visuals and expert storytelling, we effectively captured the essence of the game, leaving a lasting impression on viewers.

Collaborating with prominent gaming company Innogames on a multi-year campaign has been another remarkable milestone for Spring Onion Studio. Together, we crafted a series of stylized character animation-driven ad trailers for their leading mobile games, including *Forge of Empires*, *Elvenar* and *Sunrise Village*.

What sets Spring Onion Studio apart from other art outsource studios is our ability to seamlessly merge game asset development with marketing content creation. This comprehensive approach ensures that every aspect of the game's visual elements aligns cohesively, resulting in an immersive and captivating experience for players.

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Phobos, an independent game development studio from Belgrade in Serbia, is a team of passionate creatives working on its first title - Cloudburst. It is a narrative-driven battle-royale and survival hybrid game, set in a dystopian alternate reality of Eastern Europe where players can fight each other for high valued loot, or team up and over time develop communities of survivors and fight back against drone swarms and death-sowing machines of unknown origin.

The game is developed in Epic Games' Unreal Engine using various technologies Unreal Engine's ecosystem has to offer - from highly realistic MetaHuman characters to Megascans' environments - in order to bring a new level of immersion to our players and give them the tools to explore the highly detailed world of Cloudburst.

The hybrid nature of the game aims to have hard-core and less experienced players co-exist in the same world, targeting a larger pool of players and allowing them to play the game at their own pace while giving them a more ultimate experience than either genre can offer on its own. The game is currently in pre-beta stage while open beta playtests are planned for the Autumn 2023.

We invite everyone interested in our game to wishlist [Cloudburst on Steam](#) and join the Discord community - meet us there and let's talk about everything gaming, exchange ideas and experiences, playtest together and try and make [Cloudburst](#) truly a game for everyone.

The participation of the startup Phobos at Gamescon was supported by the Science Technology Park Belgrade, with the support of the Swiss Government through the project "Technopark Serbia 2 - Boosting Exports through technoparks", as an alumni of the Raising Starts program.



SCIENCE TECHNOLOGY PARK
Belgrade





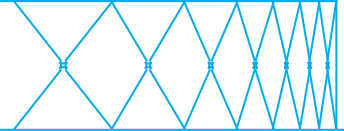
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Jaw dropping trailers! Captivating cinematics! 3D magic of any kind!

If that is what you are looking for, you are in the right place. Digital Asset Tailors is a Belgrade based studio founded on the backs of two veterans forged in 20 years of VFX fire with a fine eye for details and a deep understanding of the needs within the gaming industry and VFX world. We aim to be a one of a kind support system to your vision and assist you in showing the world how unique your video game truly is. Carrying on your vision in the best possible way, and helping your game captivate the gaming nation in the earliest stages and promotional period is our specialty.

Keeping up with the trends and new technologies allows us to fit in in any pipeline and work on innovative projects with premium clients and well-known studios from all over the world. Delivering exceptional work for top tier brands in the fields of gaming, advertising and film for over a decade gives us experience to walk on the edge while delivering THE amazing.

Collaborations on projects for clients such as Adidas Nike, Puma, BMW, Nissan, Chevrolet, Mercedes, Honda teach you how to bring your A game every day, so once we got a chance to do our first game trailer we were already trained to do the impossible. Whether we are talking about asset development or full trailer production, it quickly became a passion of ours and it truly always is a rewarding experience.

Leading VFX studios rely on us to land them a hand and cooperation with them is always such a blast! Developing assets for Sehnsucht on the Naraka Bladeport project resulted in the bronze award for 3D animation for the Asia Pacific region at SHOTS awards. We joined forces with Psyop on the Lord of the Rings trailer and created some awesome assets. On the other hand, our project for Cricket Manager trailer holds a special place in our heart because it is our latest gaming baby.

But at the end of the day the question isn't what we have done in the past. The question is what we can create together with you in the future.

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THE NEW FRONTIER ✨ OF EUROPEAN GAME DEV ✨





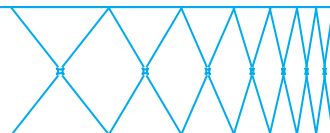
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Shosha Games was founded in early 2022, but our story begins long before that. We are a group of friends that grew up together creating our own worlds through making movies, card games or music, and by immersing ourselves in the world of video games that had only begun expanding when we were growing up. Very quickly it became clear to us that games were the ultimate medium for doing what we wanted to do.

We want to give you experiences that will have you venturing into something never before seen with the courage and fearlessness of a child discovering the world while also discovering the vastness of the world within yourself. Through a uniquely tailored perspective, we create adventures that capture the essence of wonder. And although we want to make games that will make you feel that joyfulness of a child, we want to do that while tackling the challenges that surround us in real life.

Our team, though small, covers the entire production pipeline. We are actively exploring and embracing new technologies that would further improve our development. Fostering a collaborative and diverse work environment is also essential for nurturing creativity and innovation within our studio.”

Water, Me & You is an exclusively co-op adventure 3D puzzle platformer set in a cozy- post-apocalyptic world, where you play as a water droplet and seed-like creature that can change states on a journey to rejuvenate their world. In a world devoured by pollution, long after humans went extinct and it seemed like all hope was lost, Nature’s battle was far from over.



Water
Me&You



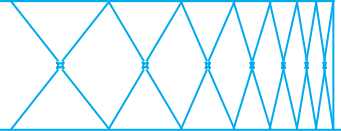
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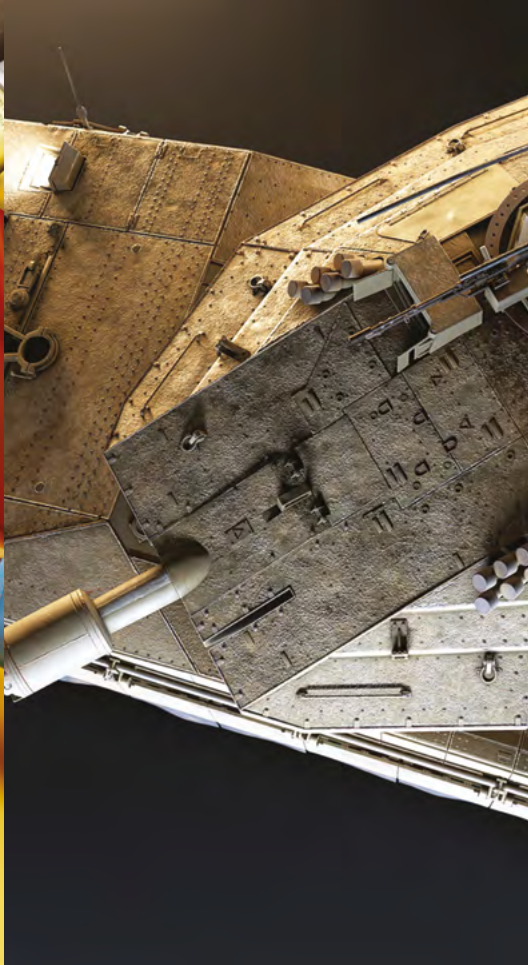
Onyx Studio is an international external development provider catering to the games and VFX industry. Renowned for its comprehensive range of services, which span from art production to full cycle game development, Onyx boasts an exceptional team that is experienced, diverse, and vibrant, fully equipped to tackle any challenge that comes their way.

The company's offices are strategically located in Singapore, Kuala Lumpur and Belgrade, with plans for further expansion in the United States and Spain. With an impressive client roster that includes renowned names such as Compulsion Games, Microsoft, Epic Games, Ghost Story Games, That's No Moon, THQ Nordic, Haemimont Games, Frontier Developments, Platige Image, PlaySide, InXile Entertainment, Illuvium and many others, Onyx Studios has earned a reputation for delivering top-quality results and fostering successful partnerships.

In a recent development, Onyx Studios has unveiled the Onyx Academy, an innovative and entirely free training program designed specifically for aspiring artists and developers in the game industry. This initiative showcases Onyx's commitment not only to giving back to the industry that has contributed so much to its success but also to securing the company's future growth through a pool of exceptionally talented individuals who complete one of their programs.

Onyx Studio is not only a prominent international external development provider for the games and VFX industry, but also a champion of talent development. By offering free training programs, Onyx is not only giving back to the industry but also ensuring a bright and prosperous future for itself and the game industry at large.

With its unwavering commitment to excellence, innovation, and collaboration, Onyx Studio aims to be a driving force in shaping the landscape of game development and visual effects.



FORTUNA ESPORTS

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WHO TO LOOK FOR
AT GAMSECOM?

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firtuna
ESPORTS

Fortuna Esports is the regional leader when it comes to esports. We handle event organization, studio and video production as well as TV and online streaming for international tournaments. Oh, and we also offer all of our expertise as a service to partners that need a hand in executing their vision.

The company was founded in 2016, and we have successfully completed more than 30 projects since, and worked with some of the biggest local, regional and international brands from various industries, such as Red Bull, Cooler Master, ASUS, A1, L'oreal, Coca-Cola, Old Spice, Samsung and many others.

Fortuna Esports is headquartered in Belgrade and our main sphere of operations is Southeast Europe with a strong focus on the Adria region (ex-Yugoslavia countries).

Our flagship project is the Esports Balkan League (EBL) - the first professional esports league in our region. EBL is one of the 13 European regional League of Legends leagues officially licensed by Riot Games, and part of the EMEA Masters circuit. Since 2017, we've hosted 8 medium scale in-person events for EBL Grand Finals (with up to 1.500 audience size).

In the past few years, we proudly broadcast all major international tournaments such as the Dota 2 The International, CS: GO Majors, League of Legends Worlds Championship, BLAST Premier events, ESL events, Fortnite World Cup, just to name a few.

When we're not broadcasting Majors and Worlds, we usually dig deep into creating new short to medium format shows or produce branded events and broadcasts and help our partners with best ways to integrate their brand, products and messages into their desired content.

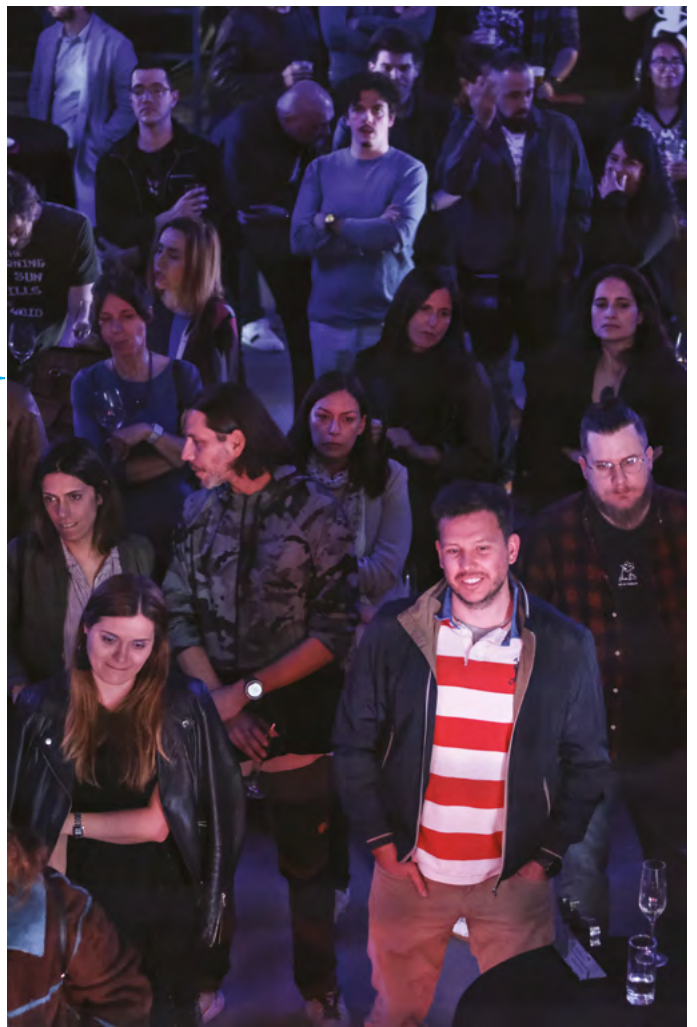
SERBIA

THE NEW FRONTIER  OF EUROPEAN GAME DEV 





**SERBIAN GAMES
ASSOCIATION**



SERBIAN GAMES ASSOCIATION

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The Serbian Games Association (SGA) is a non-governmental, non-profit organization dedicated to the development of the Serbian gaming industry. Our members are teams, companies and individuals engaged in the production of video games in Serbia, as well as other services related to the currently most developed entertainment industry in the world. We are committed to our member companies as well as the game dev community and the ecosystem at large.

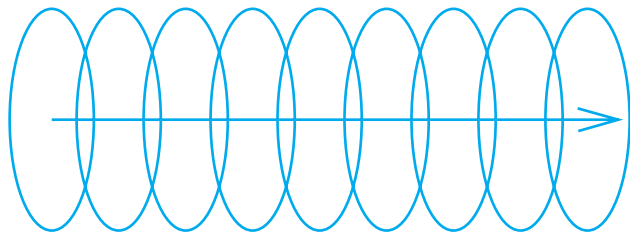
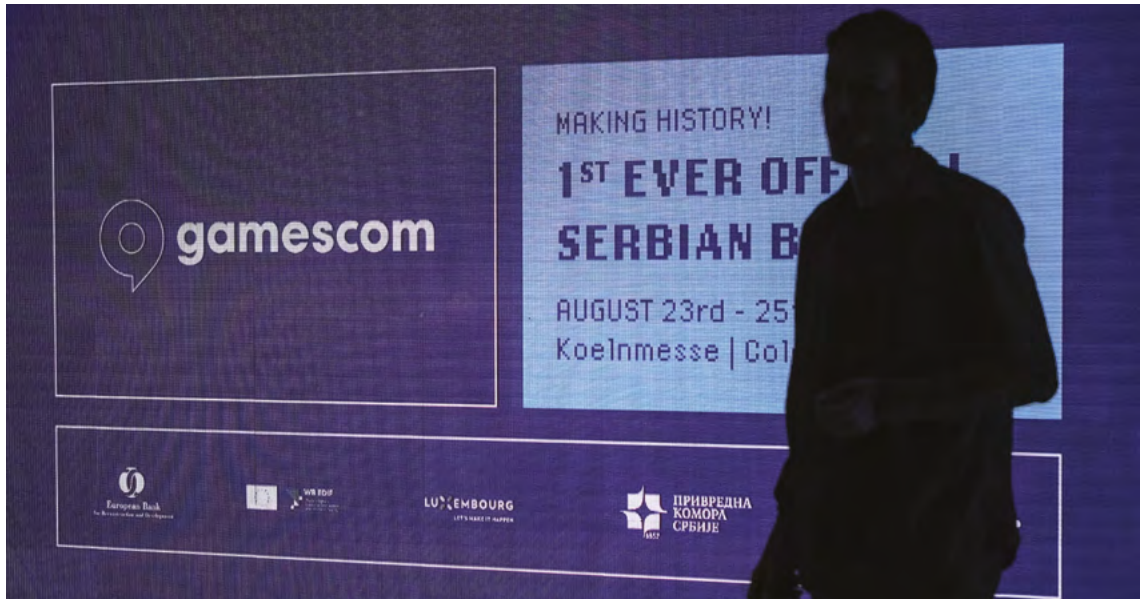
Our goal is to increase the competitiveness of our members on the global market, to create the best possible conditions for creating and publishing video games in Serbia, as well as to improve the talent and creativity of people involved in the sector. All this is done with the help and support of our partners and friends, and with the coordination of activities and initiatives with the governmental sector, representatives of other relevant industries, non-profit organizations, the education sector, as well as other associations of the entertainment industry.

SGA was founded in March 2018 in Belgrade, following the example of similar organizations that provide support to the gaming industry sector in some of the most developed economies around the world. We deliver educational programs, establish new partnerships, produce international events, advocate, build capacities, conduct research and participate in numerous processes that support the quality, development, growth and internationalization of Serbian gaming products and companies. We are proud members of both the European Game Developers Federation and Video Games Europe (formerly ISFE). Five years in, the SGA has grown into the driving force of not only the Serbian, but also the regional growth of the gaming and creative-tech industries. We run what is now a long list of flagship events, all of them with a strong international component, whilst never forgetting the local community and its needs. With hundreds of people visiting our events, and almost 3.000 of them actively participating in our Discord server, we believe the best is yet to come!

Being at Gamescom this year for the first time, and showcasing what Serbia has to offer is yet another step in that direction. Join us for the ride!

SERBIA

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SGA.RS



Since the relaunch of our website in late 2021, it has grown into the most relevant local portal on all things game dev, with regular news, coverage of our programs and interesting articles on the blog. All of the content is available in English too!



Our first international program brings young creative professionals on an eight-month journey into game and narrative design, with many lectures, study visits and project-based work. Industry experts from France, Germany and Serbia act as mentors and lecturers. We are now in our third PN cycle, and almost 80 young professionals have attended the program, almost half of them starting companies or landing jobs in the industry as a consequence.



FOR THE WIN!



A brand new meeting point for the European game dev community! Since 2022, we are expecting you in Belgrade each May - to get inspired, network and collaborate with the leading actors of the European game dev industry. The next convergence of European gaming professionals, as well as those coming from the rest of the world, will take place on May 23rd + 24th 2024!

SGA



Visit our YouTube channel to check out aftermovies from some of our major events, as well as loads of informative lectures from local & international industry experts covering a range of topics, recorded during our many educational interventions.

SGA

ACADEMIES

Besides one-off events, we focus on our members' needs and design longer form, in-depth series of workshops dedicated to specific fields, such as funding, soft skills or production - to name just a few.

SGA

JOBS PLATFORM

"SGA Poslovi" is the go-to place for exploring all of the open positions in the Serbian gaming and creative-tech companies, searchable by keywords, location, departments and other categories. At any time, there are usually 100+ open positions listed.

SGA ❖

EMPOWERS

Serbia is the #1 European country when it comes to the gender balance in the industry, with 30% of women working in our companies, compared to the European average of 22% (according to the EGDF annual report). Each March, we pay respect to our ladies by organizing workshops and special events that both celebrate and empower them.

CREATIVE TECH SERBIA

In 2022/23 we led a consortium of 20+ partners from different sectors, who together realized numerous activities and programs aimed at supporting the Serbian creative-tech field, and inciting new innovative projects and cross-sectorial collaborations. Our special focus were the post-production and VFX industry, advertising and digital product development. We tackled soft skills, gamification, business development, technological innovation, and also managed to support local faculties with new equipment and curricula development.

SGA ❖

MENTORSHIP

Each year, we match 20 juniors and mediors from our membership with experienced seniors, for a six-month 1-1 mentoring experience. In our third cycle in 2023, we opened the program to other professionals from the creative-tech field, as well as to international mentors.

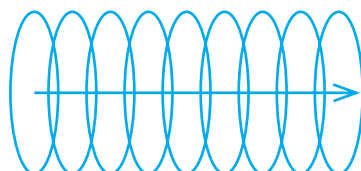
SHIFT2GAMES

In 2023, we launched an online platform aimed at demystifying various game industry jobs and professions, as well as helping young professionals and entrepreneurs to choose and claim our industry as their professional path. But, we do not stop there! Career day events around Serbia, workshops for converting professionals from other industries towards ours, and even a pilot season of six thematic episodes of a docu-info TV show - are all happening before the end of the year!

SGA ❖

ANNUAL REPORT

Since 2018, we are conducting a thorough annual research of the state of the Serbian gaming industry, with loads of relevant data, but also valuable expert articles and reflections from the leaders in the industry.



ALL OUR MEMBERS



#

3GEN
3LATERAL
4SAVE SOFT



A

ADREAMATION
AFTERNOON GAMES
ALLCORRECTS GAMES
ALSET STUDIO
AM-PM
APARTEKO
ARSLUDI
ARTBULLY

B

BABY BOTTLE
BEDEM
BLACKSMITH GAMES
BOHEMIAN PULP
BOM SOLUTIONS
BRANISALV GAGIC
BRAVE GIANT
BRIGHT STAR
BUNKER VFX
BYTE KINEMATICS

C

CAPSULE GAME STUDIO
CLICK TO PLAY
CORESTUDIOS
CRATER TRAINING
CENTER
CRYPTIC LEGENDS

D

DEMAGOG
DEUTRIX
DEVOTION STUDIOS

DEXSOFT
DIGITAL ARROW
DIGITAL ASSET TAILORS
DIGITAL RONIN
DISTILL GAMES

E

EMOTION SPARK
ENYPH
ESD
ESOTER STUDIO
EUCLIDEAN STUDIOS

F

FAT PUG STUDIO
FLATHILL GAMES
FORTUNA
FOXY VOXEL
FRAGILE SOFTWARE

G

GAMEBIZ CONSULTING
GRAVITY CODE

H

HARMONY GROUP
HARPOON
HERON GAMES
HORA GAMES

I

INFINITE GALAXY
INFINITY GAMES
INGENIUOS STUDIO
ITC STUDIO

K

KERBER GAMES
KONSTANTIN NENADOV
KUKURU3

L

LICHENVALE
LIFT KVIZ
LUKA

M

MAD HEAD GAMES
MAMA PRODUCTION
MARBLEIT
MATEJ & CO.
MATERRIYA
MATRYOSHKA
MIRACLE DOJO
MOGUL DIGITAL
MOONBURNT
MUNZESKY

N

NORDEUS

O

ONYX STUDIO
OOXCIT
ORAHARO

P

PEAKSEL
PET PROJECT GAMES
PHOBOS
PIXQUAKE
PLAYRIX RS
PLAYSTUDIOS
PRINCEPS
PROGRAMIKO

Q

QUBE

R

RADIOACTIVE UNICORN
RAIGON
REMOTE HUMAN

S

SENSIBLE SHOUTING
SHOSHA GAMES
SOUTH GAMES STUDIO
SOZAP
SPERASOFT
SPRING ONION
STAL PROJECT
STICK AND ROPE
STYGIAN SOFTWARE
SUPERLATIVE
SUPERVERSE
SUPREMENEXUS

T

TECTONIC GAMES STUDIO
TENDER TROUPE
THORIUM
THREE SWORDS STUDIO
THUNDER STRIKE
TINY BUILD
TRIA
TRIPLET ADVENTURES
TUMMY GAMES
TOKUPOP
TWO DESPERADOS

U

UBISOFT
UMBRA

W

WARGAMING
WATT STUDIO
WAVEFORM STUDIO
WEBELINX GAMES
WEBMASTER GM

Y

YBOGA

SHIFT 2 GAMES



2D Art

3D Art

Tech Art

Programing

Audio

Game Testing

Game Design

Marketing

Production

Business

The go-to place to explore game dev professions, career opportunities & to find your own sweet spot career in gaming!



Intended for students, young professionals, high schoolers and all those thinking about taking a professional path in game development.



A project by

With the support from

SGA
SERBIAN GAMES ASSOCIATION

RECONOMY
Revitalize. Reconnect. Reshape.

Help
with your Scholarship

Sweden
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**CREATIVE
TECH SERBIA**

USAID
FROM THE AMERICAN PEOPLE

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E-SPORTS



WWW.SHIFT2GAMES.RS

Serbian language only! at least for now :p

Online platform >

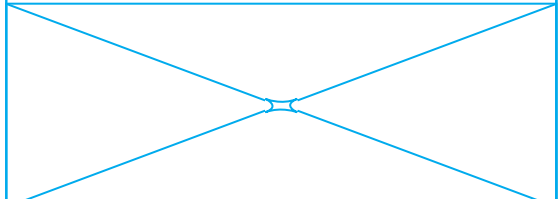
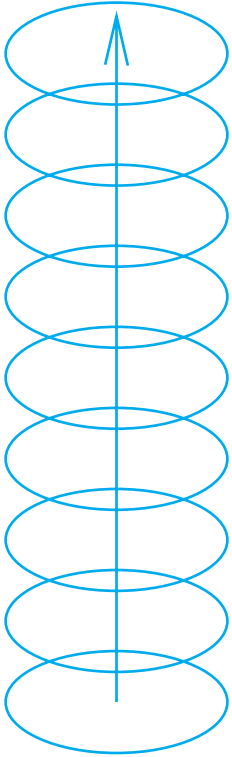
TV show >

Job fair >

Workshops >

& much more to come! >





SAVE THE DATE

OCTOBER 26th
BELGRADE | SERBIA

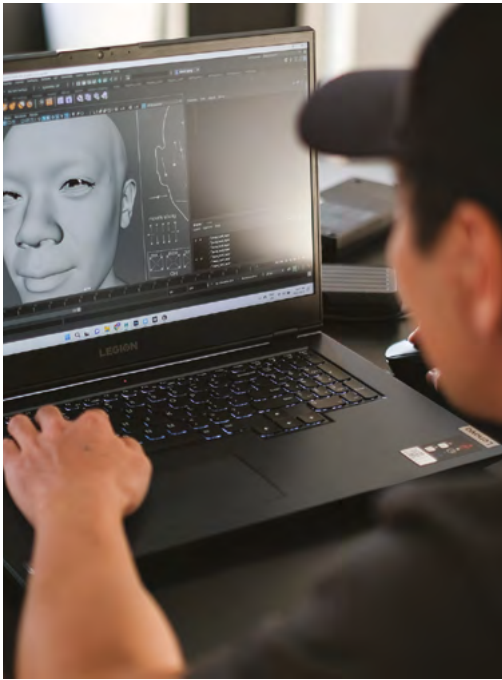
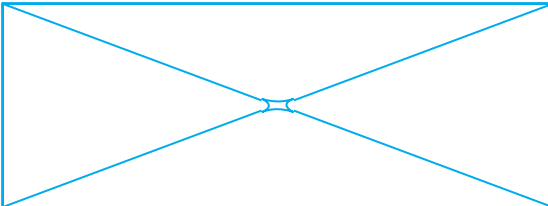
- UE GAMEJAM
 - WORKSHOPS
 - KEYNOTES
 - MASTERCLASSES
 - SHOWCASES
- & MUCH MORE



EUROPEAN GATHERING
OF THE UNREAL ENGINE
COMMUNITY



UNREAL DAY 2023





Where data meets games

pandoraconf.com

Belgrade, Serbia / November 22-23



FOR THE WIN!

STAKEHOLDER
& B2B CONFERENCE

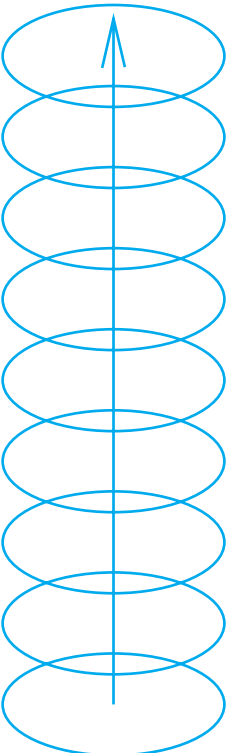
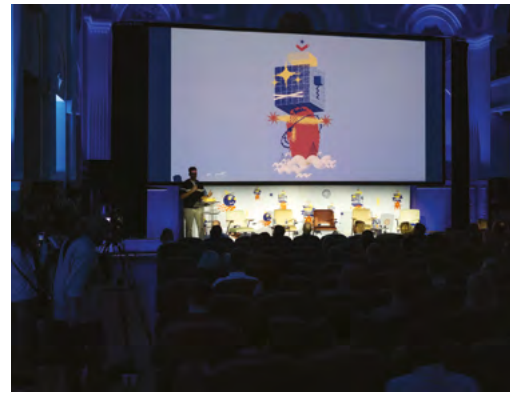
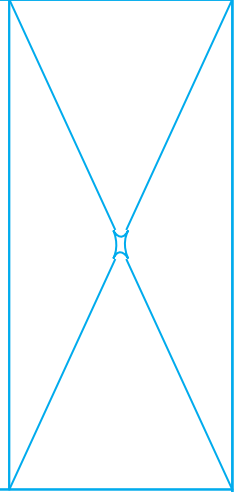


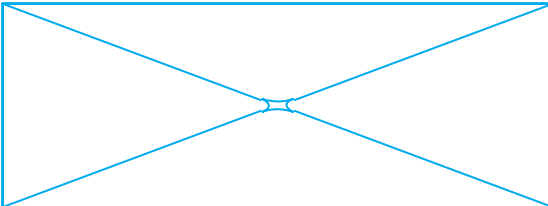
BELGRADE / SERBIA
MAY 23 + 24 / 2024

THE NEW MEETING
POINT OF THE
EUROPEAN GAME
DEV COMMUNITY

/ 4+ TRACKS
/ 300+ VISITORS
/ 5 VENUES







SERBIN








SGA
SERBIAN GAMES ASSOCIATION

SERBIA @ GAMESCOM 2023

Serbian Games Association
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SERBIA @ GAMESCOM 2023

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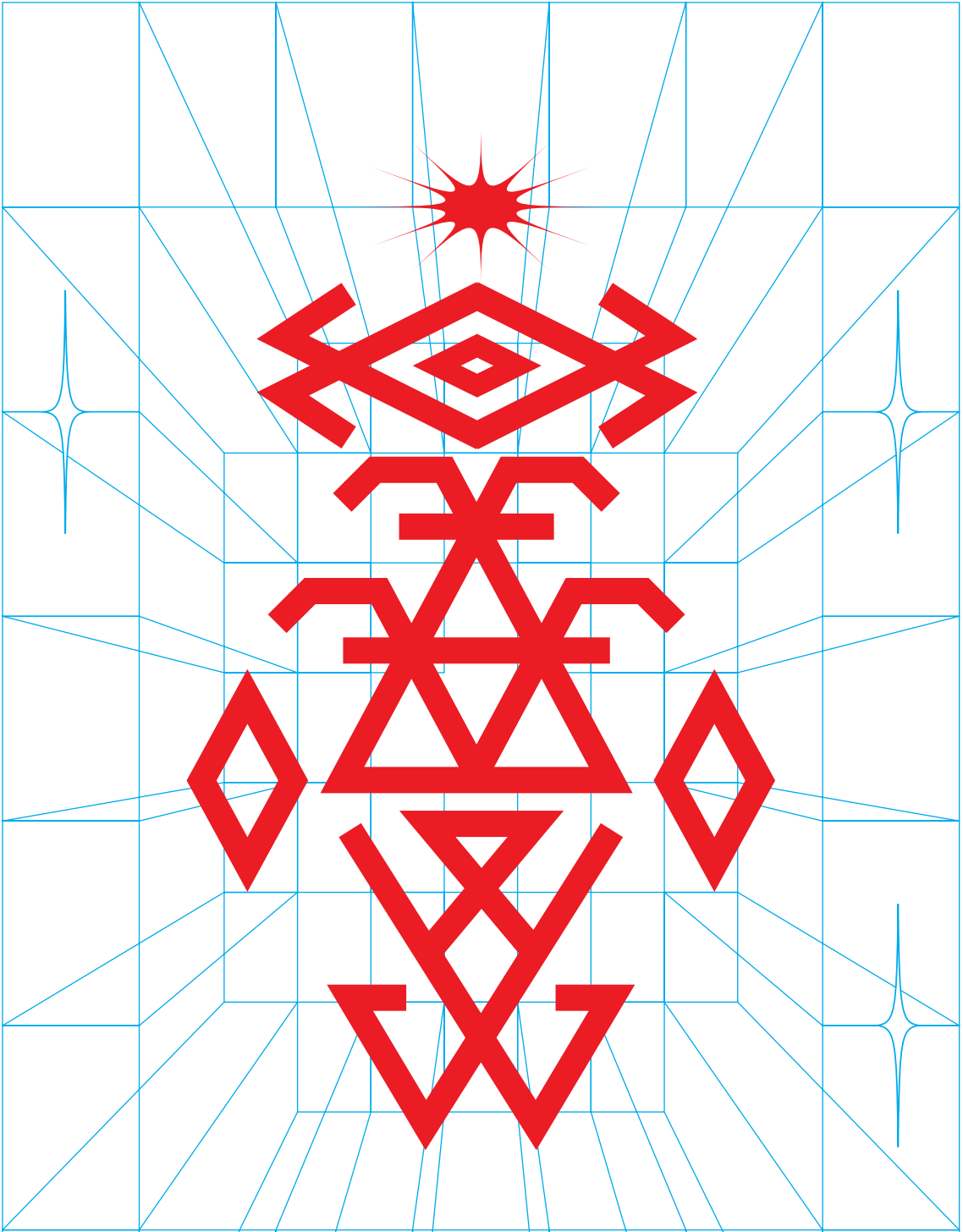
Mihajlo Jovanović Džaril

Marijana Grković

& to all exhibitors, SGA partners and the entire Serbian game dev community without which we would not have a reason to be here.

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