

Strategic Partner



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Official Esports Industry Media



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CONFERENCE DAY ONE – CAPITALISING ON ESPORTS BRANDING AND INVESTMENT

09:00 Registration and Morning Coffee

10:00 Welcome from Conference Producer
Giulia Timarco, Asia Esports Forum

10:05 Chairman's Opening Remarks
Nicholas Aaron Khoo, Chairman at the Singapore's Cybersports and Online Gaming Association & President, Interactive Digital Media Chapter, Singapore Computer Society

10:15 Opening Keynote: The vision for the Asian Esports industry and Opportunities in the Esports ecosystem
Chris Tran, General Manager – Southeast Asia, Riot Gaming

SESSION I – ALL YOU NEED TO KNOW ABOUT INVESTMENT AND BRANDING IN ESPORTS

10:45 Panel: "If You Build It, They Will Come" – Building your brand and assessing the true value and potential of brand sponsorships in Asia
Danny Chang, General Manager, Mineski
Hai Ng, Co-Founder, Neomancer LLC & Spawn Point
Roger Quiles, Owner & Co-Founder, FTW Talent & Quiles Law
Sam Cooke, Managing Director & Co-Founder, Esports Insider
Moderator: Nicholas Aaron Khoo, Chairman at the Singapore's Cybersports and Online Gaming Association & President, Interactive Digital Media Chapter, Singapore Computer Society

11:25 MORNING COFFEE

11:50 Organizing a World Class Esports Events
Jason Fung, Global eSports Director, AliSports

SESSION II – ESPORTS INVESTMENT INSIDER – WHAT INVESTORS ARE LOOKING FOR

12:20 Investor Panel: Investing in Esports – Investment Allocation and Future Opportunities
Dave Harris, Managing Director, Guinevere Capital Esports & Entertainment
Minsoo Kim, CEO, Ambrasia Group Limited & AMPT eSports Enterprises
William K. Hsu, CEO, MEGA Esports
Moderator: Roger Quiles, Owner & Co-Founder, FTW Talent & Quiles Law

13:00 **Networking Lunch**

14:00 **Case Study: Blood, sweat and - The A-Z of an esports venture**
Dave Harris, Managing Director, Guinevere Capital Esports & Entertainment

14:30 **Panel: From arenas to casinos and bars – Evaluating alternative esports venues and their potential**
Dave Harris, Managing Director, Guinevere Capital Esports & Entertainment
Frank Sliwka, COO Asia, ESL Gaming
Hai Ng, Co-Founder, Neomancer LLC & Spawn Point
Peilai Qian, SVP of Marketing and Promotions, Marina Bay Sands

15:10 **Afternoon Refreshments**

15:40 **Boosting local tourism through Esports – Looking at the value and future of this strategic collaboration**
Frank Sliwka, COO Asia, ESL Gaming

16:10 **The Importance of Strategic Partnerships in the Asian Esports Ecosystem**
Terence Ting, CEO, Team Flash

16:40 **Chairman's Closing Remarks**

16:50 **End of Conference Day 1**

17:00 **Networking Drinks @ WET Bar - Sponsored by QTech**

CONFERENCE DAY TWO – NAVIGATING THE RISING ASIAN ESPORTS LANDSCAPE AND EVALUATING ITS TRUE POTENTIAL OPPORTUNITIES IN THE REGION

09:00 **Registration and Morning Coffee**

10:00 **Chairman's Opening Remarks**
John Lee, Managing Partner, Blockchain Valley Ventures

10:10 **ZOOM: Linking Esports and Sports – What are the traditional sports clubs and leagues doing and where are the opportunities for growth?**
Romuald Nguyen, Director of China Office, Fédération Française de Football

10:40 **Panel: Law and Order- Exploring and Understanding the Regional Regulatory and Legal Landscape**
Brett Abarbanel, Director of Research – International Gaming Institute, The University of Nevada
Leonid Shmatenko, Associate, LALIVE
Nicholas Aaron Khoo, Chairman, Singapore's Cybersports and Online Gaming Association & President, Interactive Digital Media Chapter, Singapore Computer Society
Moderator: John Lee, Managing Partner, Blockchain Valley Ventures

11:20 **Morning Coffee**

11:50 **The next big thing: Assessing the true potential of Mobile Esports**
Eric Jou, APAC Business Development & Partnerships, ESL Gaming
Nicholas Aaron Khoo, Chairman at the Singapore's Cybersports and Online Gaming Association & President, Interactive Digital Media Chapter, Singapore Computer Society
Terence Ting, CEO, Team Flash
Moderator: Minsoo Kim, CEO, Ambrasia Group Limited & AMPT eSports Enterprises

12:30 **Networking Lunch**

13:30 **Panel: All-in on Esports Betting regionally and globally**
Lars Lien, CEO, Luckbox
Scott Burton, CEO, ESP
Moderator: Stephen Hanna, Chairman, ESIC (APAC)

14:10 **Panel: Assessing the key role of integrity in Esports and its impact on your revenue**
Michael Maerz, Managing Director Asia, Sportradar
Richard Moore, Business Analyst, Pinnacle
Stephen Hanna, Chairman, ESIC (APAC)
Moderator: Jason Fung, Global eSports Director, AliSports

14:50 **Big data and AI in the esports ecosystem – What it is and isn't, and why it matters**
Moritz Maurer, CEO, GRID

15:20 **Chairman's Closing Remarks**

15:30 **Afternoon Refreshments & End of Conference**

16:00 **Wrap-Up Networking Drinks @ WET Bar - Sponsored by Ganapati**