

Beat: Technology

## GREATER MONTREAL HOME TO FIRST CHINESE VIDEO GAME SUBSIDIARY

### GAME HOLLYWOOD SETS UP HEADQUARTERS

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**USPA NEWS** - Game Hollywood, a world-leading video game developer and distributor, announced the opening of its subsidiary, Proficient City Limited, in Greater Montréal. The announcement was made by Xitou Lee, co-founder and Chief Operating Officer of Game Hollywood,...

Game Hollywood, a world-leading video game developer and distributor, announced the opening of its subsidiary, Proficient City Limited, in Greater Montréal. The announcement was made by Xitou Lee, co-founder and Chief Operating Officer of Game Hollywood, during a trade mission to China led by the Honourable Denis Coderre, Mayor of Montréal and President of the Communauté métropolitaine de Montréal, and attended by representatives of Montréal International.

The China-based company, which currently employs over 250 people in six countries, is known for its internationally acclaimed releases such as 'Wartune', a game that already has over 10 million registered players. In 2014 they began publishing mobile games, and have most recently released DDTank Mobile in North America, Europe, and Asia.

Greater Montréal's video game industry has grown by an average of 22% a year over the past 10 years and currently accounts for some 10,000 jobs, up from 1,200, positioning the region among the world's top five digital entertainment hubs. This summer, Greater Montréal also hosted the 2015 edition of the Electronic Sports World Cup, one of the biggest events of its kind in the world.

Greater Montréal ranks 5th in the world among video game development hotbeds, behind only Tokyo, London, San Francisco and Austin. At home, the region leads the industry with close to 40% of all studios in the country, propelling Canada into 3rd place among the world's leading industry hubs, behind the United States and United Kingdom.

About the photo : Mr. Xitou Lee, Co-founder and COO of Proficient City and Mr. Denis Coderre, Mayor of Montréal and President of the Montréal Metropolitan Community.

Source : Montréal International

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