FIRST PLAYABLE

WHERE GAMES GROW

10-11-12 JUNE 2026, FIRENZE

PROGRAM & MAP

CINEMA LA COMPAGNIA | VIA CAVOUR 50-R

PALAZZO DEGLI AFFARI | PIAZZA ADUA, 1

WWW.FIRSTPLAYABLE.IT

CINEMA LA COMPAGNIA
VIA CAVOUR, 50-R

WEDNESDAY, JUNE 10

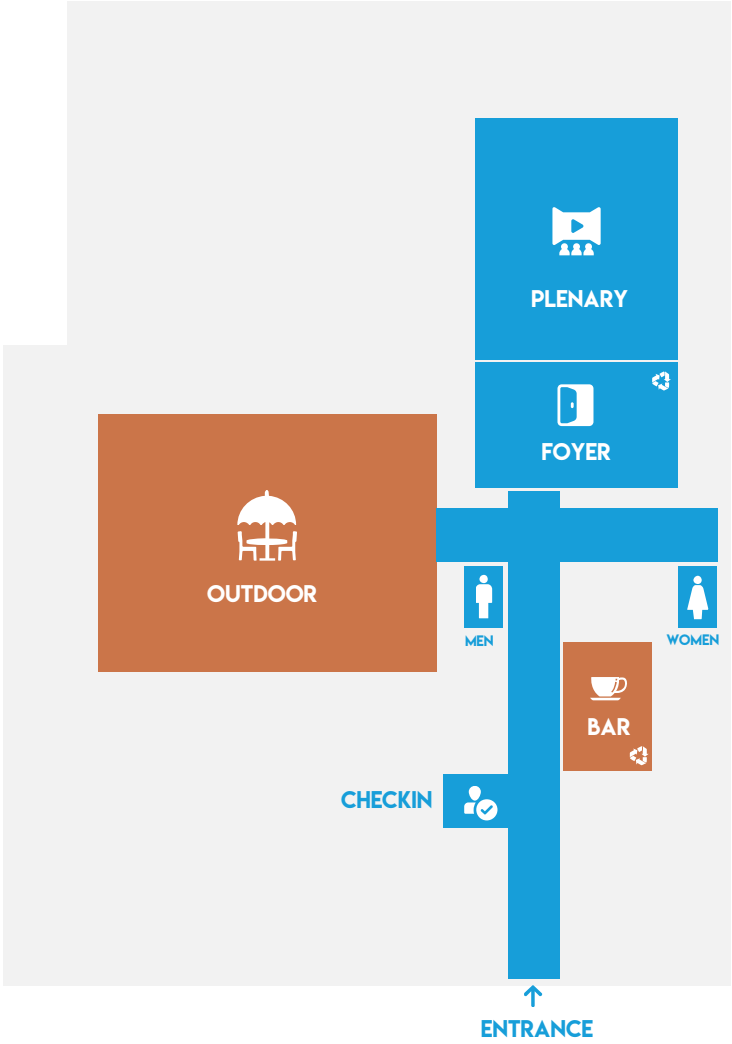
KICK-OFF CONFERENCE

FROM 1.00 PM	Check-in and badge distribution
2.00 PM – 2.15 PM	Opening
2.15 PM – 2.45 PM	Just Like Nonna Used to Make: Zac's Secret Sauce for Marketing in 2026
2.45 PM – 3.15 PM	Bold & Bizarre: Finding New Paths to Players
3.15 PM – 3.45 PM	The Polish Way: Building a Strong Games Ecosystem
3.45 PM – 4.30 PM	The Many Voices of Polish Game Development: Creativity, Community and Global Ambition
4.30 PM – 5.00 PM	Power Play: Video Games, Politics and the Battle for Global Influence
5.00 PM – 5.30 PM	Beyond the Quest Log: Chris Avellone on Writing the Present and future Generation of RPGs
5.30 PM – 6.00 PM	Under the Eclipse: Building the Vision of SAROS

THURSDAY, JUNE 11

ITALIAN VIDEO GAME AWARDS

FROM 6.45 PM	Guests check-in
7.30 PM – 9.00 PM	Ceremony
FROM 9.00 PM	Afterparty



PALAZZO DEGLI AFFARI
PIAZZA ADUA, 1

- MEETING AREA
- WORKSHOP AREA
- ROUNDTABLE AREA
- COURTYARD

THURSDAY, JUNE 11

	FROM 9.00 AM	Check-in and badge distribution
IT	9.30 AM – 10.30 AM	Debugging Legal: 10+ mistakes you can avoid | LCA Studio Legale
	10.00 AM – 6.30 PM	Meeting 1:1
EN	11.00 AM – 12.00 PM	You have 5 minutes: how to hook a publisher | XSOLLA
EN	11.00 AM – 12.00 PM	Publishing Unfiltered | Gambit Digital
IT	11.00 AM – 12.00 PM	USPs and hooks: make your game stand out | Slitherine
EN	11.00 AM – 12.00 AM	Mastering the Hardware - Porting Cronos: The New Dawn to Nintendo Switch 2 | Bloober Team, Pixelant Games
EN	12.00 PM – 1.00 PM	PC Game Growth: Scaling Through Creators & Partnerships | XSOLLA
IT	2.30 PM – 4.00 PM	Launch of the Gecko Fork Incubator | Slitherine
EN	4.00 PM – 5.00 PM	Funding Options for Startup Game Development Companies | 1Up Ventures
EN	4.00 PM – 5.00 PM	Survival Mode & Beyond: Resilience, Reinvention, and Navigating Change | Epic Games
EN	4.00 PM – 5.00 PM	How do we succeed in today's interactive entertainment industry one year on? | SuperNova Capital
	4.00 PM – 6.00 PM	Gelato Break powered by Slitherine
EN	4.45 PM – 5.30 PM	PlayStation Independent Partner Session | Sony Interactive Entertainment

PALAZZO DEGLI AFFARI
PIAZZA ADUA, 1

- MEETING AREA
- WORKSHOP AREA
- ROUNDTABLE AREA

FRIDAY, JUNE 12

FROM 9.00 AM		Check-in and badge distribution
10.00 AM – 6.30 PM		Meeting 1:1
10.00 AM – 11.00 AM		From Classroom to Studio: Preparing for a career in games | Epic Games
11.00 AM – 12.00 PM		Self-Publishing is a Bug, not a Feature | Sourcing in the Rain
11.00 AM – 12.00 PM		How to self-publish on XBOX | ID@XBOX
11.00 AM – 12.00 PM		PlayStation Independent Partners Q&A | Sony Interactive Entertainment
12.00 PM – 12.45 PM		Investing in Creativity: Unlocking InvestEU Opportunities for the Cultural and Creative Sectors | European Investment Fund
2.30 PM – 3.30 PM		Bologna Game Farm: metodo, risultati e prospettive | Bologna Game Farm
3.30 PM – 4.30 PM		How to maximize discovery, reach & momentum through XBOX | ID@XBOX

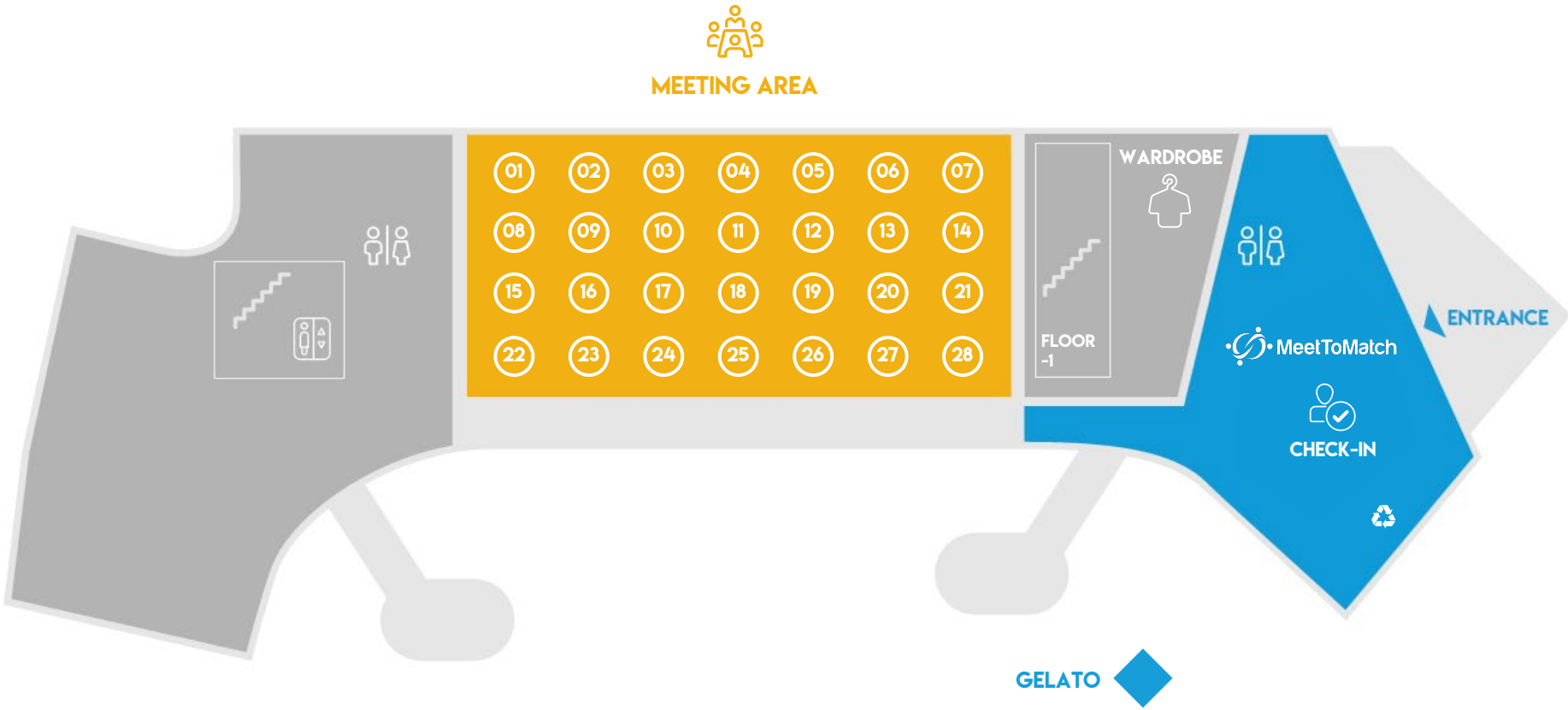
GROUND FLOOR
PALAZZO DEGLI AFFARI

1926 — 2026 | ITA ITALIAN TRADE AGENCY

A CENTURY OF PROMOTING MADE IN ITALY WORLDWIDE

Ministero degli Affari Esteri e della Cooperazione Internazionale | ITA ITALIAN TRADE AGENCY | Opportunitaly

01 11 BIT STUDIOS
02 1UP VENTURES
03 AEROSOFT
04 ALIBI GAMES
05 ARC GAMES
06 BANDAI NAMCO ENTERTAINMENT
07 BEHOLD VENTURES
08 BILIBILI
09 BOLOGNA GAME FARM
10 BRIGHT GAMBIT
11 BYTEROCKERS' GAMES
12 CABOODLE GAMES
13 CHUCKLEFISH
14 CREATIVE EUROPE MEDIA DESK ITALY
15 CURVE GAMES
16 DAEDALIC ENTERTAINMENT
17 DANGEN ENTERTAINMENT
18 DDM
19 DEVOLVER DIGITAL
20 DIGITAL RONIN
21 EPIC GAMES
22 FIRENUT GAMES
23 FIRESHINE GAMES
24 FOCUS HOME INTERACTIVE
25 GAMBIT DIGITAL
26 GAMERSKY GAMES
27 GRIFFIN GAMING PARTNERS
28 HOUSEMARQUE



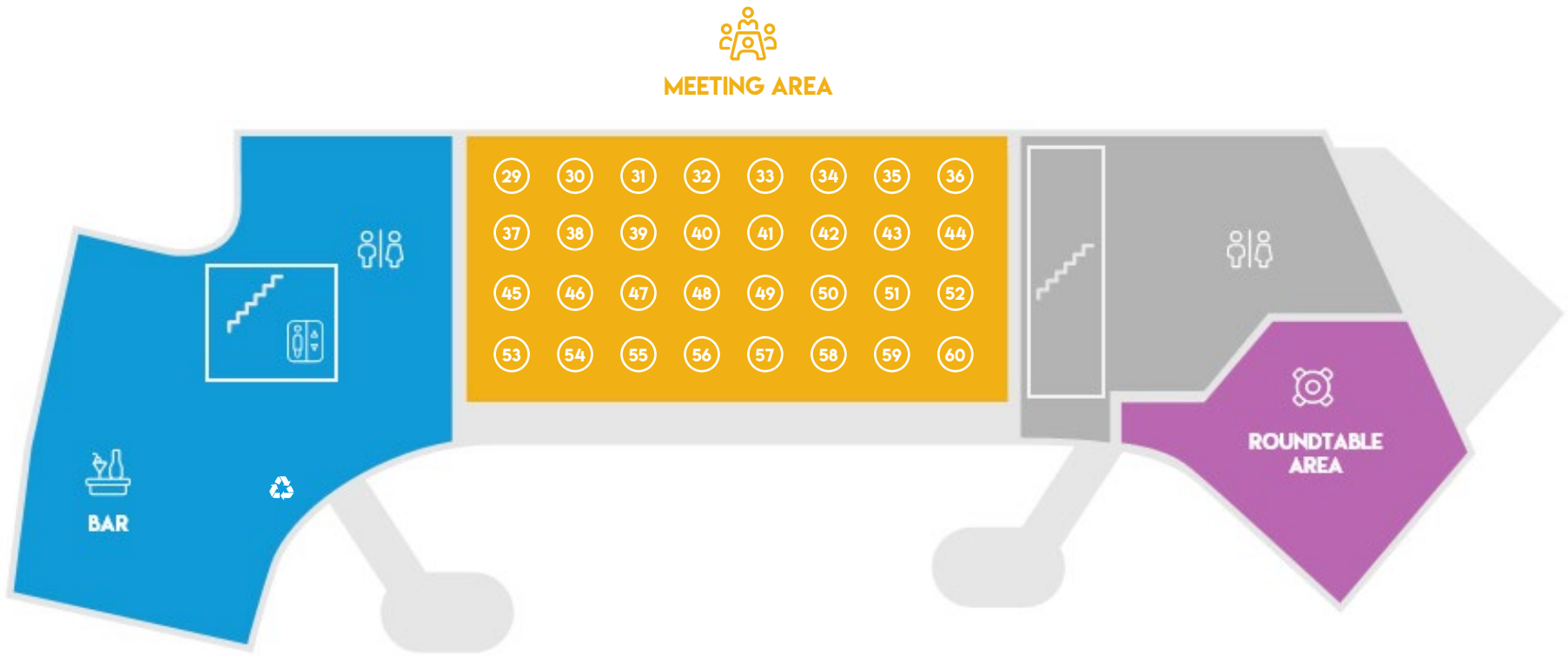
FIRST FLOOR
PALAZZO DEGLI AFFARI

29 ICHIBA
30 ID@XBOX
31 ITA – ITALIAN TRADE AGENCY
32 KANDO FACTORY
33 KRAFTON
34 KWALEE
35 LCA STUDIO LEGALE
36 LIVEMEFIVE
37 MARVELOUS EUROPE
38 NEOWIZ
39 NETMARBLE
40 NINTENDO OF EUROPE
41 PANTALOON
42 PLAION
43 PLAYSIDE STUDIOS
44 PQUBE
45 SARDEGNA FILM COMMISSION
46 SLITHERINE
47 SOEDESCO PUBLISHING
48 SONY INTERACTIVE ENTERTAINMENT
49 SOURCING IN THE RAIN
50 SUPERNOVA CAPITAL
51 TENCENT
52 WEEKEND GAMES
53 WHISPER GAMES
54 WHITETHORN GAMES
55 WIRED PRODUCTIONS
56 XSOLLA
57 PUBLIC TABLE A
58 PUBLIC TABLE B
59 PUBLIC TABLE C
60 PUBLIC TABLE D

1926 — 2026 | ITA ITALIAN TRADE AGENCY

A CENTURY OF PROMOTING MADE IN ITALY WORLDWIDE

Ministero degli Affari Esteri e della Cooperazione Internazionale | ITA ITALIAN TRADE AGENCY | Opportunitaly



SECOND FLOOR

PALAZZO DEGLI AFFARI

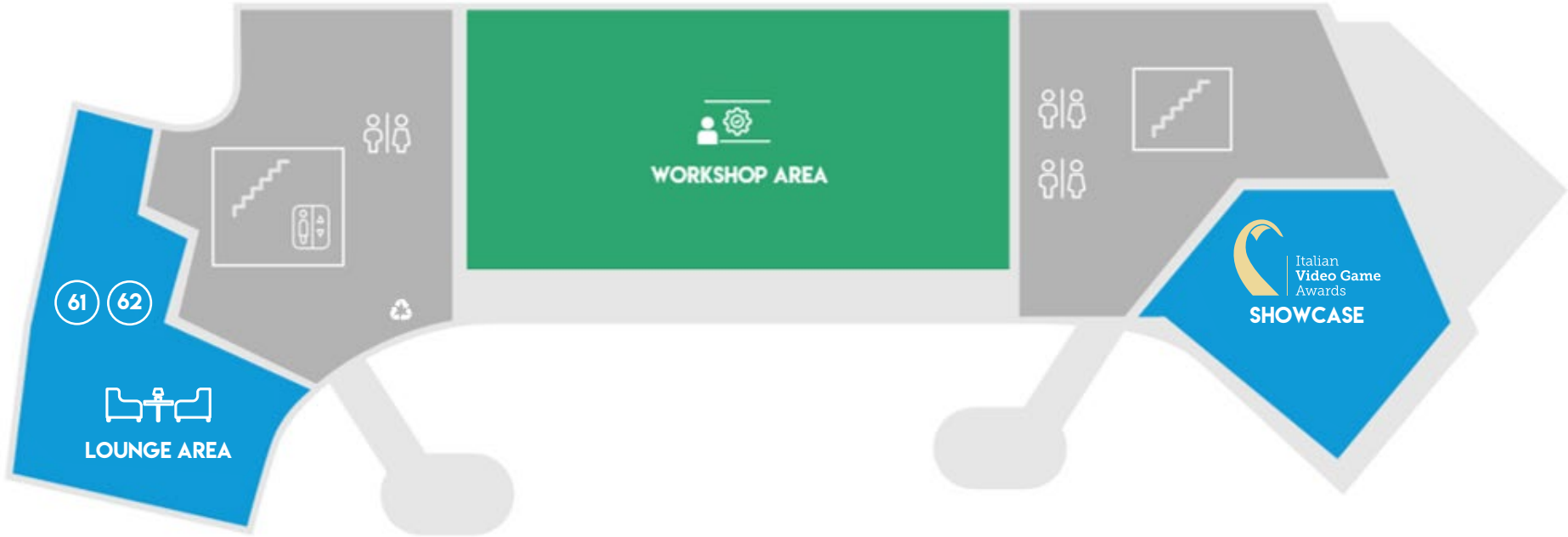
1926 — 2026

ITALIAN TRADE AGENCY

A CENTURY OF PROMOTING MADE IN ITALY WORLDWIDE

61 PUBLIC TABLE E

62 PUBLIC TABLE F



ORGANIZED BY

IDEA
Italian Interactive Digital Entertainment Association

fondazione sistema toscana

TOSCANA FILM COMMISSION

SUPPORTED BY

Ministero degli Affari Esteri e della Cooperazione Internazionale

ITA
ITALIAN TRADE AGENCY

OpportunItaly
Driving business growth with Italian excellence.

COESIONE ITALIA 21-27 TOSCANA

Cofinanziato dall'Unione europea

Regione Toscana

FONDAZIONE CR FIRENZE

UNDER THE PATRONAGE OF

MiC MINISTERO DELLA CULTURA

Ministero delle Imprese e del Made in Italy

COUNTRY PARTNER

Video Games Poland

DIAMOND PARTNER

EPIC GAMES

UNREAL ENGINE

PLATINUM PARTNER

SLITHERINE

GOLD PARTNER

CARACAL

LCA

SILVER PARTNER

Bologna Game Farm

XSOLLA