



ChinaConnect

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China's Soft Power Play: How Video Games Are Boosting Beijing's Global Influence

Tencent's dominance in the gaming world has turned digital entertainment into a powerful vehicle for projecting China's culture and influence globally.



Experience

the gaming and AI power of China

from 16 till 24 november 2025

Shanghai - Hangzhou



Who are we?

UNIDO ITPO Beijing

Organiser in China.

UNIDO ITPO Beijing, established in 1990, is the Chinese hub of science, technology, investment and innovation.

It enhances China's international competitiveness through global forums, capacity-building, technology matchmaking, research and partnership.

Frederik Kinat

Head of delegation

Jun Jiang

China Connection BV

Facilitator

Forging partnerships between European and Chinese companies



MISSION

From Business to Beats

Join our **Business Matching Week in Shanghai & Hangzhou** to connect with leading players in China's gaming and AI industries, explore new frontiers and opportunities, and conclude the journey with the unforgettable **Magic of Tomorrowland in Shanghai**.

Size the **future**. Step ahead of the curve, where first movers **win**.





The most **populated**

Shanghai

29 million people

Global financial hub

The breathtaking skyline is the symbol of

China's rapid development

The world's busiest container port

The most **vibrant** city in the
world





Silk city

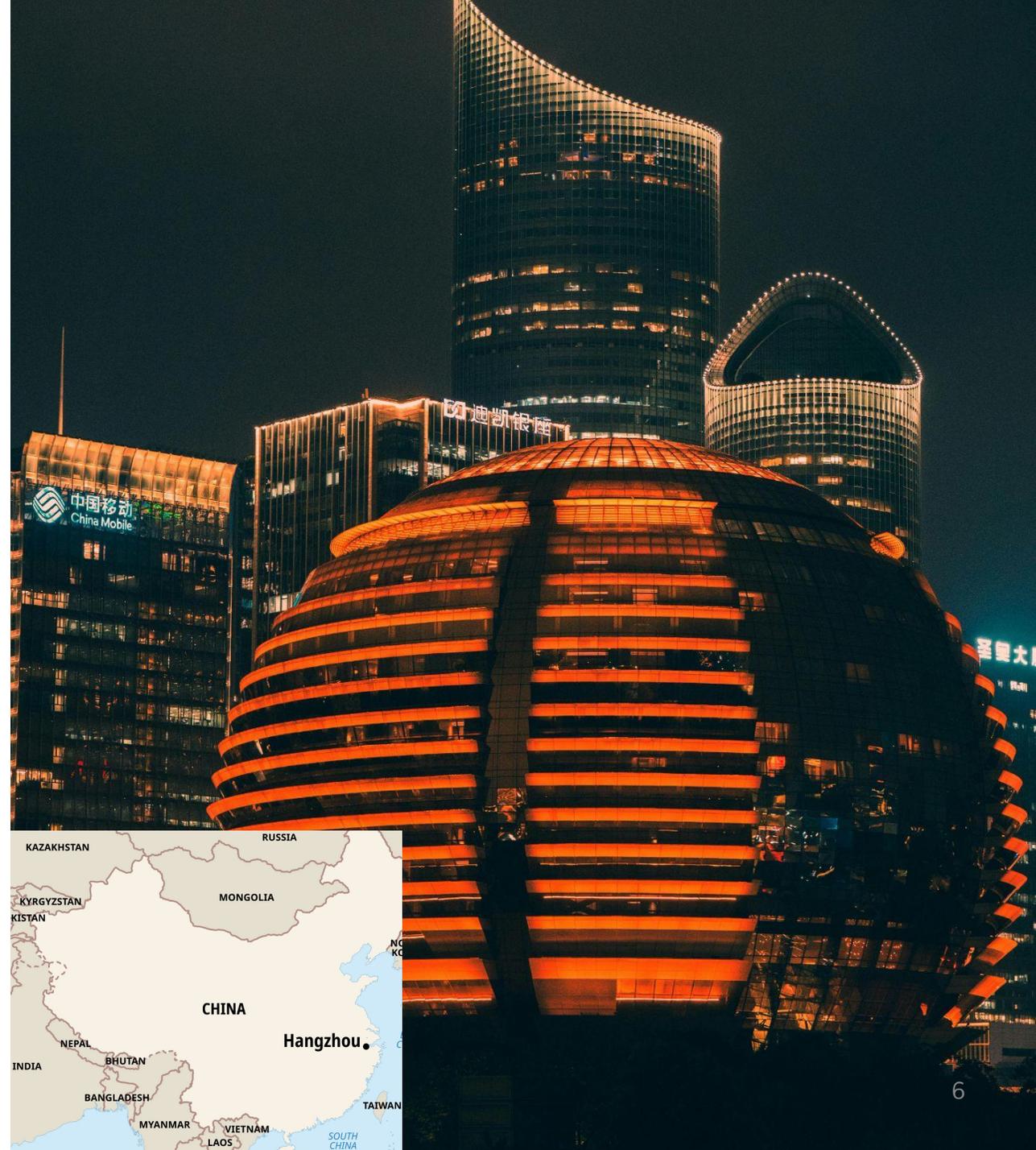
Hangzhou

12 million people, the fastest growing city of China

Home of Alibaba

GDP of \$273 billion

The **Yangtze** River Delta





Shanghai

Papergames

Developer of Love Nikki and Shining Nikki, Papergames specializes in narrative-driven fashion and relationship simulation games tailored to female audiences, with international reach and dedicated fanbases.



HoYoverse

Creator of Genshin Impact and Honkai: Star Rail, HoYoverse blends anime culture with open-world design, becoming a global phenomenon with deep storytelling and cross-platform experiences.



Hypergryph

Best known for Arknights, Hypergryph is an anime-style strategy game studio, recognized for quality, originality, and potential to expand its IP globally across games and media.





Shanghai

Lilith Games

A rising Chinese powerhouse, known for global hits like AFK Arena and Rise of Kingdoms. Excelling in art, storytelling and overseas publishing.



Shengqu Games

Pioneer of China's online gaming with the Mir IP, known for long-lifecycle MMORPGs and mobile adaptations, with potential for classic franchise globally.



Giant Network

Creator of ZT Online series, one of China's MMORPG pioneers, known for free-to-play innovation, long-term operations, and expansion into blockchain and metaverse opportunities.





Shanghai

Perfect World

Famous for MMORPGs like Perfect World and Jade Dynasty, with its own engines, film studios, and early global publishing experience, driving cross-media expansion.



Xiaomi

Global smartphone giant entering gaming via its massive hardware ecosystem, exploring cross-device play, cloud gaming, and AI-driven interactive entertainment across phones, TVs, and smart homes. Building the fastest car in the world.



Huawei

Global ICT leader leveraging 5G, cloud, and HarmonyOS to expand into gaming, with unique advantages in cloud gaming infrastructure and cross-device immersive experiences.





Shanghai

Bilibili

Often called the “Chinese YouTube,” Bilibili is a Gen Z cultural hub combining video, livestreaming, esports, and gaming, with 340M monthly users and global ambitions. The inventor of the bullet comments..





Hangzhou

NetEase Games

China's #2 publisher, famous for Fantasy Westward Journey, Onmyoji, and Identity V.
Strong IP and global studio presence in Japan, North America and Europe.



Alibaba

China's Amazon + PayPal + Netflix, combining e-commerce, cloud, Alipay and media platforms. Supporting gaming through cloud, payments and cross-industry ecosystems.



YokaGames

China's top board-game publisher. Creator of SanGuoSha (Killers of the Three Kingdoms), combining cultural storytelling with modern mechanics. Expanding internationally with physical and digital editions.





Hangzhou

Tencent

The world's largest gaming company, creator of Honor of Kings and PUBG Mobile, and global investor in Riot, Epic, and Supercell, shaping the future of interactive entertainment.

Tencent 腾讯



THE PARTY OF THE YEAR IN SHANGHAI

The Magic of Tomorrowland

This landmark show marks a new chapter in the history of Tomorrowland, blending Tomorrowland's global headliners and signature elements with the **next wave of Chinese talent**. Reimagined through the lens of China and brought to life in one unforgettable show.

You can expect:

- Exclusive China performances from some of **the world's most celebrated DJs**
- A diverse line-up spanning genres and continents
- A fully immersive indoor show, driven by **cutting-edge visuals and sensory storytelling**, designed specifically from the ground up to create intimacy, intensity, and impact





DISCOVER

where we Sleep



Shanghai

Okura



Hangzhou

Intercontinental



INTERCONTINENTAL



About our last visit in september 2024

Did I learn more about China? Absolutely! Did the trip meet my expectations? Much more than that. Was I surprised by what China has to offer? I surely was: entrepreneurship, innovation, speed of execution, ... Did I meet new friends? Many, starting with all of you but also the Chinese team. Was the trip well organised? Euh, is the Pope Catholic? Of course, it was perfect.

Thank you Jun for bringing all these experiences to us. Thank you Rudy for leading us with your usual flair, insights and humour. Thank you Xander for the support. Thank you all for your enthusiasm, inputs and the many Gan Bei's.

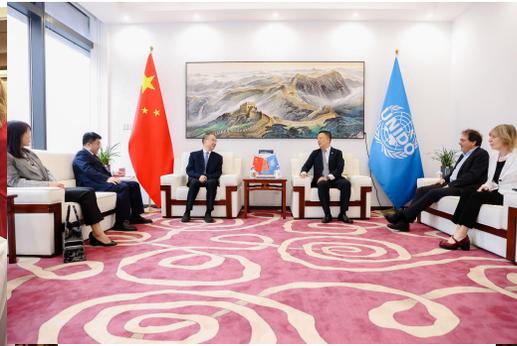
When I decided to join the trip, I was not sure if I would learn enough from it. Now, I am struggling to summarise all the findings and memories. What a wonderful country it is.



Guy Louis

Executive Partner at Ventures4Growth

[Click to watch the aftermovie](#)





€6.900 Vat excl.

All costs included except airfare Brussels - Shanghai

5 nights in 5 star hotels

All transfers (high speed train, busses)

All Company visits

Vip ticket The Magic of Tomorrowland

Top cuisine

Look into the possibility of subsidies by [FIT](#), [Awex](#)...



ChinaConnect

Questions? Eager to book?

Don't hesitate to contact us

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