



Canada's digital media and gaming sector

Opportunities for investment, business partnerships and technology transfer

The Embassy of Canada, in cooperation with PriceWaterhouseCoopers and IT Fornebu, invites you to a business development seminar on

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Date: Wednesday, February 3, 2010

Location: The Auditorium, IT Fornebu, Martin Linges vei 25

Program

- 08:00-09:00 Registration and networking breakfast
- 09:00-09:05 Welcome – Embassy of Canada
- 09:05-09:15 IT Fornebu: a centre for innovation in ICT – IT Fornebu
- 09:15-09:45 Norway's digital media and gaming industry – PriceWaterhouseCoopers
- 09:45-10:15 Canada's digital media and gaming industry – Dr. Gerri Sinclair
- 10:15-10:30 Coffee break
- 10:30-11:00 Growth through internationalization: the importance of thinking globally – Funcom
- 11:00-11:30 Question & Answer – Panel of speakers
- 11:30-11:45 Wrap-up – Embassy of Canada
- 11:45-12:45 Networking lunch

Join us to learn about Canadian industry capabilities, identify areas for potential collaboration, and find out how international partnerships can benefit your business.

Read more about the [guest speakers](#).

Participation is free of charge.

To register, please email Barbara.thorjussen@international.gc.ca or call +47 22 99 53 34.



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Guest Speakers

Company profile - PricewaterhouseCoopers

PricewaterhouseCoopers is one of the world's largest professional services firms with more than 163,000 employees in 151 countries. As accountant and business advisor to many of the world's leading entertainment and media companies, PricewaterhouseCoopers has an insider's view of the key trends and developments driving the Entertainment & Media industry. Every year PricewaterhouseCoopers publishes the Global Entertainment & Media Outlook which is a consistent, comprehensive source of global analysis for consumer and advertising spending. In Norway, PricewaterhouseCoopers was involved with research and analyses for the Government's white paper on the Gaming industry in Norway (St.meld. nr. 14. (2007-2008)). The company has also evaluated the Nordic Game Program and conducted various analyses for the largest media companies in Norway.

Dr. Gerri Sinclair - Centre for Digital Media

Gerri Sinclair is currently the CEO of the Centre for Digital Media, a collaborative partnership between the University of British Columbia, Simon Fraser University, Emily Carr Institute of Art + Design, and the B.C. Institute of Technology. She is also Executive Director of the Masters of Digital Media Program at the Centre. Most recently she was the Chair of the Canadian Federal Government's Telecom Policy Review Panel, advising the Government on the future policy and regulatory environment required to support an advanced telecommunications framework. She was also the General Manager of MSN Canada and a senior member of the Microsoft executive team, as well as the founder and CEO of NCompass Labs, an Internet content management company acquired by Microsoft in 2001. A former visiting scientist at IBM Research, Dr. Sinclair was the president of the British Columbia Government Premier's Technology Council, and the founding director of the ExCITE lab at Simon Fraser University, the first multimedia educational technology centre in Canada. She has served on several government and corporate boards including Telus Corporation and BC Telecom, and is currently a director of the Toronto Stock Exchange, Ballard Power, and the Canadian Social Sciences and Humanities Research Council.

Nicolay Nickelsen - Funcom

Nicolay Nickelsen has twenty years of experience in the interactive entertainment industry covering all facets from retail, distribution, marketing, publishing and development. After his Nordic engagement as Head of Interactive and Video at BMG Interactive and General Manager at IQ Media Norway he moved to Funcom in 2000 to build up the European and North American distribution and publishing framework. In 2002, as VP of Sales and Marketing he coordinated all Funcom sales, marketing and promotion activities worldwide. In 2005 he initiated the establishment of the Beijing representative office, a development studio as well as Funcom's bridgehead into the Asian markets. Today, Nicolay focuses on nurturing existing partnerships around the world as well as development of new business ideas, concepts, markets and partnerships.

Marius Øgaard - IT Fornebu

Marius Øgaard, B.Sc. (H), is Director Networking of IT Fornebu, responsible for the company's strategic engagement in running and developing industrial networks and clusters. His focus is on working with networks as a catalyst for innovation and growth. IT Fornebu is a company engaged in property and business development, focusing on innovation and growth in knowledge-based industries. Its HQ is a technology park located just outside Oslo, Norway, housing more than 75 companies with more than 2000 employees combined. IT Fornebu realizes its vision through three companies: IT Fornebu Eiendom AS; IT Fornebu Invest; and IT Fornebu Visjon AS. Marius runs the TIM-network (Telecom, Internet & Media) of IT Fornebu Visjon, which gathers more than 30 Oslo-based ICT-companies under the motto "Innovation by cooperation". He is also a board member and part of the secretariat of Oslo Medtech, a cluster which organizes the region's university hospitals, medical research institutes, medtech companies and investment players. Mr. Øgaard is a communications engineer, with education in management and finance from INSEAD. He has spent more than 20 years in the telecommunication-industry, and has substantial experience in R&D, technology-, and product management, business development and global international sales.