

NAMCO BANDAI Studios Establishes Overseas Subsidiaries In Singapore and Vancouver, Canada

NAMCO BANDAI Studios Inc., a subsidiary of NAMCO BANDAI Games Inc., has decided to establish two overseas subsidiaries in Singapore and Vancouver, British Columbia, Canada in June 2013, respectively starting operations as “NAMCO BANDAI Studios Singapore Pte. Ltd.” and “NAMCO BANDAI Studios Vancouver Inc.”

For the BANDAI NAMCO Group striving to grow further by raising presence in the global market place, it is highly important to develop content derived from local culture and trends as well as in Japan and to establish the organizational structure capable of delivering them to customers across the globe.

The two new studios opened in North America and South East Asia respectively are jointly staffed by personnel with lots of experiences in developing hit titles who are dispatched from Japan in collaboration with NAMCO BANDAI Studios (Tokyo), and locally-hired employees with in-depth knowledge on the local market and trends. Also, they will work in close collaboration with local government and educational institutions to develop and secure human resources with local partners to enhance quality of our game content, as so to establish the structure aiming capable of developing world-wide content in the medium and long terms.

NAMCO BANDAI Studios will further consider optimal deployment of its development facilities with a view to acquiring new customers in the growing markets and optimizing content development cost, in order to develop content that deliver on our mission of providing “Dreams, Fun and Inspiration” to people around the world.

【NAMCO BANDAI Studios Singapore Pte. Ltd.】

Being part of the rapidly-growing Asian region and of geopolitical importance, recently Singapore has defined digital content creation as the country’s strategically important industry, and has been inviting relevant companies as well as educational organizations under the leadership of the Economic Development Board. Also, many of NAMCO BANDAI Studios’ important partner companies which collaborate in developing content are based on the South East Asian region and it has become increasingly important as a content development center as well as the growing market.

NAMCO BANDAI Studios Singapore Pte. Ltd is positioned as the leading development center for NAMCO BANDAI Studios in Asia, and further reinforces relationships with development partners in the region, and develops content for customers in Asia Pacific. The new company will be based in “Media Polis” in the One North district to which the Singaporean government is trying to invite media-related companies. At the same time, it will advance human resource development and recruitment in collaboration with the Singaporean government and educational organizations to contribute to further revitalization of the game industry cluster which is evolving rapidly.

【NAMCO BANDAI Studios Vancouver Inc.】

Canada is increasingly adding to importance as the development center of digital content such as games of late, and the Vancouver area is said to be the root of such movements. Being long history in game development and stimulated by the West Coast of the USA, this area has spawned multilayered game industry cluster, dotted with medium and small-sized studios for console games and social games.

NAMCO BANDAI Studios Vancouver Inc. will work on the development of game content for North America and European customers. The new company will be established within “The Center for Digital Media (or CDM),” post graduate school supported by 4 universities in the region which are focusing on training personnel for digital media. This will support to develop and secure human resources through partnership with CDM and pursue “next-generation entertainment”. It will also contribute to further revitalization of the game industry cluster in Vancouver through collaboration with educational organizations other than CDM and local companies.

【NAMCO BANDAI Studios Singapore Pte. Ltd.】

Capital 1 million SGD
Established March, 1, 2013
Address #05-11/12 21 Media Circle, Singapore
President Hajime Nakatani

【NAMCO BANDAI Studios Vancouver Inc.】

Capital 1 million CAD
Established March, 1, 2013
Headquarters #210-577 Great Northern Way Vancouver, British Columbia, Canada
President Hajime Nakatani

*This information is as of the date of announcement and subject to change without notice.