

CASE STUDY

Sisak Moslavina County (HR) – Chongqing (CN)

IURC – China

PISMO

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DECEMBER 18- 2023

Thematic Network(s): Innovative, Sustainable & Carbon Neutral Ecosystems

Thematic Cluster(s): Technologies 4.0, Education, Jobs & Skills

Cross-cutting challenge(s): Digital Transition

Topic keywords: Gaming Industry, Industrial Transition

Gaming Industry

Sisak Moslavina County and Chongqing Establish Cooperation for the Digital Economy in the Gaming Industry.

EXECUTIVE SUMMARY

Sisak-Moslavina County was historically one of the primary industrial regions. To conduct a **climate-friendly transformation** of the region's economic development, an initiative called "Sisak Moslavina County – A Center of Gaming Industry" started in 2016. One of the main activities of the initiative is education to create experts in the field of gaming industry that will strengthen the entrepreneurial sector by exporting its own products and services.

Prioritizing ecological conservation and green development, Zhongxian (Chongqing) has aligned with the national and municipal policies to develop the digital economy and big data industry, planning the construction of an e-sports town to vitalise the local economy. This innovative initiative has marked "Zhongxian E-sports" as a fresh engine for economic growth. The e-sports industry, an emergent and environmentally friendly sector in the digital age, signifies a new driving force of the digital economy.



Sisak-Moslavina County and Chongqing identified cooperation potential to establish a **gaming industry exchange platform**, enhance game industry education and training, organize e-games and e-sport events, operate gaming industry incubators, and facilitate exchange visits and financial incentives for start-ups

MAIN CHALLENGE AND SOLUTION

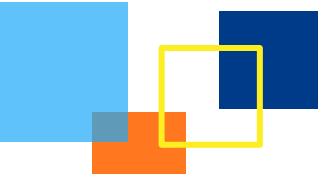
Sisak-Moslavina County adopted the revitalisation programme, which seeks to reconstruct the region and promote regional competitiveness. The business incubator PISMO is intended for the game development industry. As part of an EU-funded project, two buildings with a total of 20 offices, co-working space and conference halls were renovated, and equipment intended for the gaming industry was installed. An ongoing developing gaming campus will consist of a faculty, student dormitory, business incubator for e-sports with 3,000 seats and gaming industry accelerator. It will foster the region's ambition to become a video gaming hub of the Balkans.

Located in an ecological conservation area, Zhongxian (Chongqing) has targeted the growth of the digital economy and big data industry, planning the construction of an e-sports town to vitalise the local economy. However, there exists a lack of knowledge on the gaming industry entrepreneurship ecosystem, and social acceptance of gaming in educational programmes.



Sisak-Moslavina County and Chongqing identified cooperation potential in:

1. Establishing a gaming industry exchange platform through regular communication meetings and seminars.
2. Collaborating on game industry education and training, including joint programs for primary- and secondary schools and universities.
3. Cooperating on e-games and e-sport events, such as hosting SMC in Chongqing's international gaming events and vice versa.
4. Jointly operating gaming industry incubators and accelerators, offering support and services for the internationalization of SMEs.
5. Mutual support for exchange visits of faculties, students and interns, and joint financial incentives for start-ups.



“We want to technologically transform our economy and push it in another direction.”

Andreas Berec

RESULTS AND IMPACT

The cooperation between Sisak-Moslavina County and Zhongxian (Chongqing) has had a significant impact on the development of **green and digital economic growth**.

- Enhanced game industry education and training, creating a sustainable talent pipeline.
- Establishment of a gaming industry exchange platform for continuous collaboration and knowledge sharing.
- Fostering a sustainable gaming culture, organizing vibrant e-games and e-sport events, positioning both regions as key players in the global gaming market.
- Joint operation of gaming industry incubators and accelerators, driving economic growth and innovation.
- Long-term economic benefits, job creation, and technological advancements.

产业规划 小镇规划 产业生态 政策体系 对外招商

小镇概览

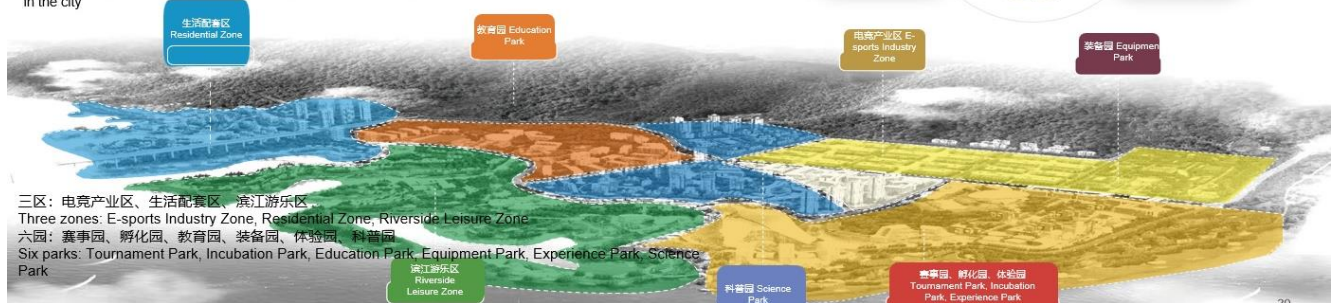
TOWN OVERVIEW

电竞小镇项目位于县城南岸的滨江水湾水坪组团，与县城距离3公里，地处三峡港湾旅游度假区之中。
The E-sports Town project is located in the Shuipeng community of the Binjiang Shuiwan area on the south bank of the county 3 kilometers away, within the Three Gorges Port Tourism Resort.

2018年忠县电竞小镇项目入选全国优选体育产业项目名录
In 2018, the Zhongxian E-sports Town project was selected for the National Preferred Sports Industry Project List

2019年电竞小镇荣获“重庆数字经济(电竞)产业示范园”称号
In 2019, the E-sports Town was awarded the title of “Chongqing Digital Economy (E-sports) Industry Demonstration Park”

2020年重庆市政府将忠县电竞小镇作为重庆市数字内容产业集聚区之一
In 2020, the Chongqing Municipal Government designated the E-sports Town in Zhongxian County as one of the digital content industry clusters in the city



目标定位

TARGET POSITIONING

数字产业园区 电竞特色小镇
Digital Industry Park Digital E-sports Town



KEY FIGURES

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joint education and training programs

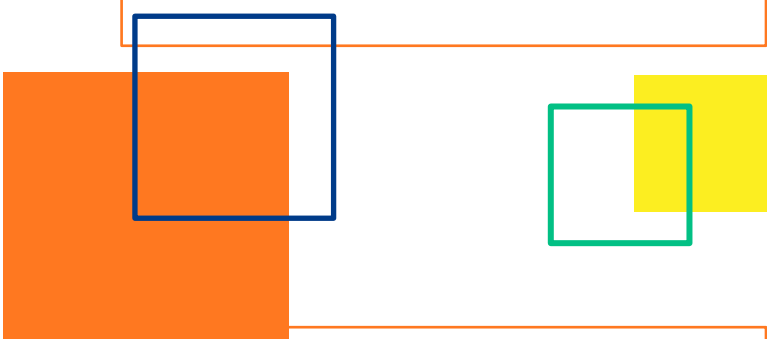
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International events

1

Cross-border incubation collaboration in the gaming industry

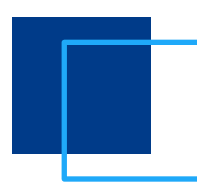

LESSONS **LEARNED**



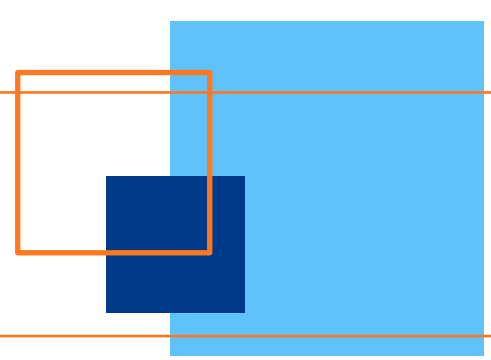
Building strategic partnerships through a cooperative working group, regular communication, and dedicated personnel allows both parties to effectively address needs and achieve mutual benefits.



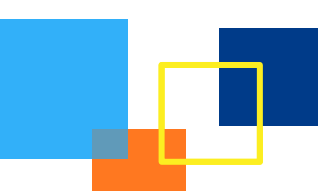
Jointly operating gaming incubators and accelerators supports the growth of SMEs and facilitates their internationalization.



Collaboration in game industry education and training is crucial for nurturing talent and promoting innovation.



Supportive mechanisms, like incentives and streamlined funding processes, encourage collaboration and foster gaming company establishment.



THE IURC PROGRAMME

The International Urban and Regional Cooperation (IURC) programme enables cities in different global regions to link up and share solutions to common problems. It is part of a long-term strategy by the European Union to foster sustainable urban development in cooperation with the public and private sectors, as well as representatives of research and innovation, community groups and citizens. Through engaging in IURC, cities will have the chance to share and exchange knowledge with their international counterparts, building a greener, more prosperous future.

The IURC programme is an opportunity for local governments to learn from each other, set ambitious targets, forge lasting partnerships, test new solutions, and boost their city's international profile. Its activities will support the achievement of policy objectives as well as major international agreements on urban development and climate change, such as the EU Urban Agenda, the UN Sustainable Development Goals, and the Paris Agreement.

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Acknowledgments:

Nikolina Radic, Expert associate, SIMORA

Jinchuan YANG, Director of Zhongxian E-sports office

Links to related outputs:

<https://inkubator-pismo.eu/en/>

http://www.zhongxian.gov.cn/sy_156/zxyw/202101/t20210126_8819113.html