

Effort to bring gamers to Kitchener

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A delegation of high-tech experts are trying to convince Europe it's "game on" for job creation in Kitchener.

The Ontario Technology Corridor is singing the praises of Kitchener's video game community at the Game Developers Conference Europe 2010, happening now in Cologne, Germany.

Their goal is to get game companies from Europe and beyond to set up shop here in Waterloo Region.

To do so, the OTC team is making special mention at the conference of Kitchener's Communitech Hub: Digital Media and Mobile Accelerator, in the Lang Tannery building near Charles and Victoria in downtown Kitchener.

Also the University of Waterloo's \$20 million Stratford Institute for digital media.

Bill Elliot, Vice President, Business Development of Canada's Technology Triangle wouldn't hazard a guess at how many video game development or other digital media jobs could be lured here.

Elliot says these companies want to set up where they can find the best talent; be close to their customers; and take advantage of Canada's federal and provincial business incentives.
