

PRESS RELEASE: FOR IMMEDIATE RELEASE

IMGA announces its first edition in Middle East and North Africa; Opens Call for Entries

Amman, July 2016: On the heels of IMGA China, IMGA is announcing its fourth games awards program, IMGA MENA (Middle East North Africa). This new competition is being made possible by a partnership with [Zain](#) and [Maysalward](#), the leading regional mobile games development companies.

The partnership was announced on the sidelines of MWC Shanghai 2016, where the agreement was signed by IMGA's Founder and CEO Maarten Noyons, and Zain Jordan CEO Ahmad Hanandeh and Founder and CEO of Maysalward, developer of games for smartphones and tablets, Nour Khrais.

Commenting on the event, Maarten Noyons said: *"I am very proud that we can now announce the extension of IMGA into the Middle East and North Africa. The mission of IMGA MENA is to put the spotlight on the amazingly talented designers and developers from the region and to give the recognition they deserve. It will be an exciting journey of discovery that I am very much looking forward to! I am grateful to Zain and to my longtime friend Nour Khrais for his decisive role in launching IMGA MENA."*

For his part, Zain Jordan CEO Ahmad Hanandeh commented: *"Partnering with International Mobile Gaming Awards is considered as a milestone in Zain's path. We truly believe that this partnership will enhance the level of mobile gaming across the Kingdom and the whole MENA region. In addition, this partnership is guaranteed to highlight the efforts exerted by the region's designers and developers and enable them to reserve a unique place for MENA on the global mobile gaming map. This step stems from the company's strategy that aims at supporting youth and helping them promote their innovative ideas on local and global scales."*

Nour Khrais expressed his gratitude for this partnership that contributes to the mobile game industry in Jordan and in the Region. Nour also emphasized the importance of such a partnership in engaging developers in the region and providing them with opportunities of exposure with international standards. He also stated that this 1st IMGA MENA will be a platform from which regional developers can showcase the quality of their games.

Noteworthy that Zain provides its support to the digital gaming industry in Jordan through its strategic partnership with Maysalward, where the two companies launched several games such as "ShaqDown 2," "Cut the Rope II" and "3ala Rasi Trix". Moreover, Zain equipped its Games and Apps Publishing corner at Zain Innovation Campus (ZINC) with the latest computers and most advanced graphic design programs that cater for the needs of game developers and allow them to develop their ideas and launch them into the world of gaming.

MENA games developers are urged to submit their entries by XXX date by going to this link (ADD LINK). You can also follow the awards and nomination process at (ADD LINK).

About IMGA

The IMGA is the longest standing mobile games award program started in 2004. With its long history and unique judging process, it has recognized some of the world's most popular titles in their early

days, such as Candy Crush Saga and Clash of Clans. It is the only competition that unites the industry by celebrating excellence and innovation in games. IMGA now encompassed several international and regional awards programs and events, including IMGA West, IMGA China, IMGA SEA and IMGA MENA.

For full details about the competition, visit mena.imgawards.com or call: +33 491 315 217. You can also follow us on [Twitter](#) or [Facebook](#).

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