**From big game developers to an app marketplace, sponsors are cooperating together towards the success of the global indie game festival**

**BIC committee unveiled the official corporate sponsors of BIC FESTIVAL**

--Busan, Korea-- September 23, 2020 - Busan Metropolitan City (Acting Mayor Sung-Wan Byeon), Busan IT Industry Promotion Agency (President & CEO In-Sook Lee), and Busan Indie Connect Festival Organizing Committee (Executive Chairman Tae-Geon Seo) unveiled the corporate sponsors’ list for the BIC (Busan Indie Connect) Festival 2020-Untact (zero contact) Live.

The corporate sponsors are KRAFTON, Xsolla, Pearl Abyss, NAVER CLOUD PLATFORM, Epic Games, NCSOFT, Game Rating and Administration Committee of Korea, and ONE store – a total of 8 companies.

The companies will help indie games to introduce BIC to more gamers through the sponsoring partnerships, so that the game market has more variety and vitality.

KRAFTON, which improved Korean game’s prestige by developing the worldwide-known game “PUBG”; Xsolla, a global payment services and publishing solution company; Pearl Abyss, the developer of mega-hit game “Black Desert” with their own game engine; and NAVER CLOUD PLATFORM, the biggest Korean Cloud service, will participate as “ENHANCED” grade sponsors.

The worldwide-known game & game engine developer Epic Games (Korean branch) will join as “STANDARD” grade. Global game developer NCSOFT, the developer of Lineage, Aion, Blade&Soul; as well as the Game Rating and Administration Committee of Korea, a leader of healthy game culture; and the ONE store, the representative Korean app store, will all join as “STARTER” grade sponsors.

BIC Festival 2020 will be held from Oct 19th - Oct 25th, with the goal of presenting a new exhibition model for the new normal, by utilizing GeForce Now(Cloud game platform) with LG Uplus, and NAVER Cloud Platform of NAVER Business Platform.

Tae-Geon Seo, Executive Chairman of the Busan Indie Connect Festival Organizing Committee, said, “We are very honored and thankful to be sponsored by many companies for the BIC Festival for finding and promoting local indie games with potential. We’ll try our best to promote good indie games with the expertise of the sponsors and the great support of the BIC Committee.”

About Busan IT Industry Promotion Agency

Busan IT Industry Promotion Agency operates the Busan Global Game Center to promote the Busan game industry with the support of Busan Metropolitan City, Ministry of Culture, Sports and Tourism, and Korea Creative Content Agency. Busan IT Industry Promotion Agency hosts the BIC Festival every year with Busan Indie Connect Festival Organizing Committee, to find and promote local indie games with potential. -The end-