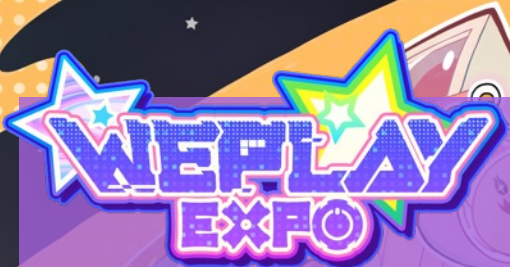


Post Report



Gaming Beyond The Galaxy

Hall H3, Shanghai World Expo Exhibition & Convention Center 22nd-23rd Nov, 2025



Key numbers of WePlay2025



20000+ Attendees



500+ Games



300+ Exhibitors



13+ Countries & regions

14 shows on stage

10+ Themed Area

200+ Gaming medias & content creators/streamers

1.8 billion impressions on STEAM, STEAM China, Heybox, RedNote, Gamersky, Gmhub pages

3.18 million Wishlists (all-app) added on Steam over a week

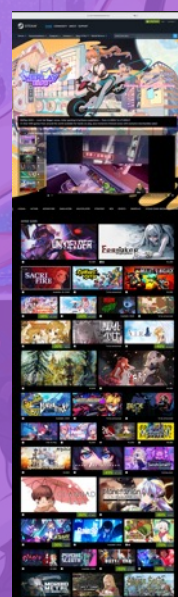
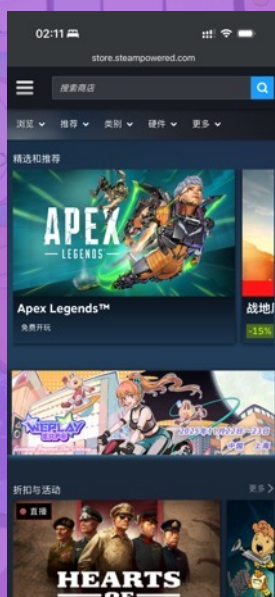
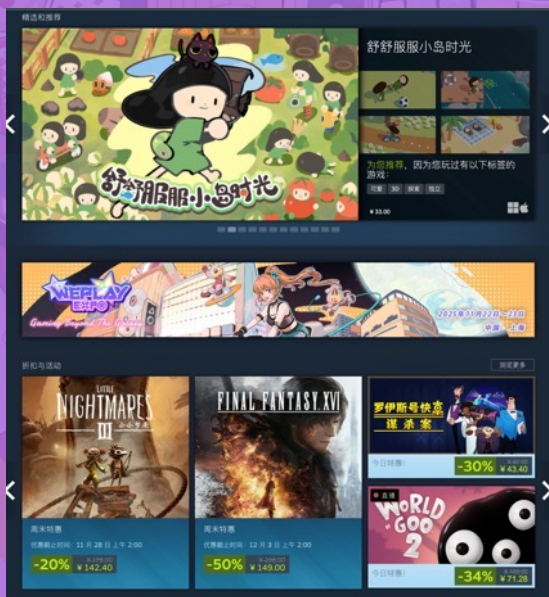
3 million+ views on Douyu, Huya, bilibili, Sina weibo livestreams

Hall H3, Shanghai World Exhibition & Convention Center 22nd-23rd Nov, 2025



Digital Promotion + Physical Exhibits to Maximize Exposure

WePlay 2025 featured over **300** exhibitors and **500+** games across 6 online platforms: Steam, Steam China, Heybox, RedNote, GamerSky, and Gmhub (www.gmhub.com). The 6 themed pages generated over **1.8 billion** impressions.



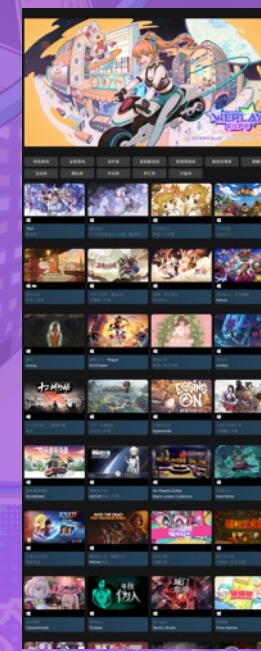
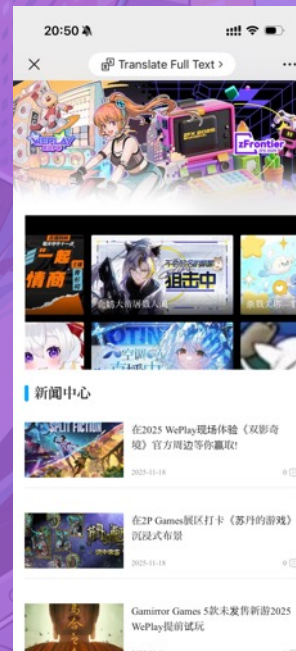
WePlay 's event pages were featured on the front page of STEAM, reached **1.48 billion** total product impressions, **40 million** total product page visits, and **over 3.18 million** all-app wishlist adds.

WePlay 2025 partnered with HeyBox to launch a dedicated event page with over **19 million** impressions, over **360K** games added to Steam wishlists via Heybox.



Digital Promotion + Physical Exhibits to Maximize Exposure

WePlay 2025 featured over **300** exhibitors and **500+** games across 6 online platforms: Steam , Steam China, Heybox, RedNote, GamerSky , and Gmhub (www.gmhub.com). The 6 themed pages generated over **1.8 billion** impressions .



REDNote generated over **5,000** notes with **340 million** impressions, **276K** interactions and appeared on Rednote trending list **3 times** , reached to **#1 Topic** at the peak moment.

Dedicated event pages on Gamersky and Gmhub were launched across PC & mobile platforms, collectively generated **over 2 million** impressions.

Hall 13, Shanghai World Expo Exhibition & Convention Center 22-25 Nov, 2025



Thanks To All Our Exhibitors and Partners!

参展商列表

排名不分先后



Hall H3, Shanghai World Expo Exhibition & Convention Center 22nd-23rd Nov, 2025

WePlay 2025 Level Up! Expand the venue size over 50%

Building upon the game culture and content last year, we have cooperated with zFrontier! Bringing players a richer gaming culture and hardware experience! The site area has been upgraded from 11,000m² to 17,000m²!



Gaming Beyond The Galaxy





Annual Global Game Expo First-time Play Trials for Many Games

500+ Games Exhibited, from AAA Titles to Indie Games, covering Consoles, Mobile, PC, , with many game demos available here.



Hall H3, Shanghai World Expo Exhibition & Convention Center 22nd-23rd Nov, 2025



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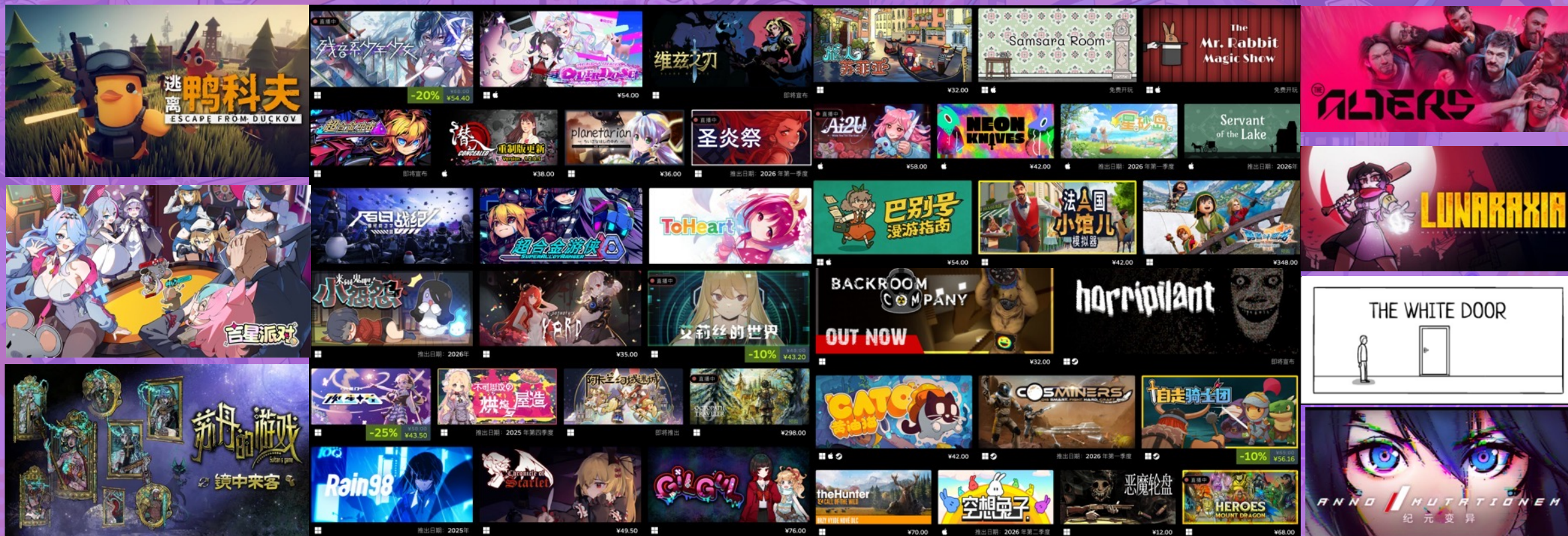


Hall H3, Shanghai World Expo Exhibition & Convention Center 22nd-23rd Nov, 2025



Annual Global Game Expo First-time Play Trials for Many Games

500+ Games Exhibited, from AAA Titles to Indie Games, covering Consoles, Mobile, PC, , with many game demos available here.



Hainan, Shanghai World Expo Exhibition & Convention Center 22-25 Nov, 2025



Connecting Gamers, Game Culture & Game Developers

Popular special gaming guests for face-to-face interactions, sharing behind-the-scenes stories of their game creations and providing insights into the latest projects. WePlayExpo annually invites numerous guests from around the world, making it a preferred event for more teams and developers to engage directly with the Chinese market.



Shuhei Yoshida



Robin Ras



Kenji Ito



Hino Kohiro

Hall H3, Shanghai World Expo Exhibition & Convention Center 22nd-23rd Nov, 2025



Partners Area: Discover games and developers from around the world

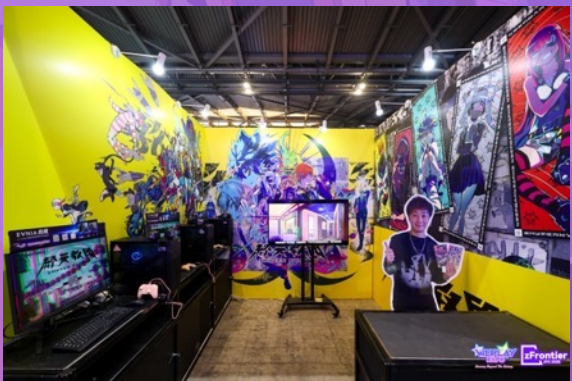
The Poland, New Zealand, and Canada game area showcased the latest and greatest games, while WePlay's global partners, including BitSummit, TIGS, OIGS from Japan, BIC and Aicon from South Korea, BIG from Brazil, G-EIGHT and TAIPEI GAMESHOW from Taiwan, brought representatives games from their respective events, allowing players to experience a curated selection of games from around the world at WePlay!





Games from 13 countries gather at WePlay to create a one-stop " B2B+B2C" communication experience

In addition to the overseas partner exhibition area, many more overseas exhibitors came to participate by their own this year. Games from 13 countries gathered at WePlay to create a brand-new exhibition experience of " B2B+B2C " one-stop communication!





Celebration of Indie Game Creativity

The event gathers indie games from both domestic and international, showcasing of the indiePlay Awards 2025 finalists. The awards honors outstanding works across various categories, spotlighting innovation and creativity of the industry, while highlighting China's rising game developers.



Hall H3, Shanghai World Expo Exhibition & Convention Center 22nd-23rd Nov, 2025

Immersive gaming culture experiences and limited-edition merchandise

In addition, these well-known IPs also brought a variety of limited-edition collaboration merchandise for sale, from themed exhibition areas to guest meet-and-greets to limited-edition items, satisfying fans' needs in one stop and receiving widespread praise!

FEVERCON



Immersive gaming culture experiences and limited-edition merchandise

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FEVERCON



Immersive gaming culture experiences and limited-edition merchandise

FEVERCON themed area brings together high-quality IP content from both domestic and international sources, creating an immersive interactive experience. This includes well-known IPs such as: * Magical Girl Witch Trials *, * Needy Girl Overdose *, * Rusty Lake *, * Professor Layton *, * Inazuma Eleven *, * Fantasy Life *, * Summer Pockets*, * Clannad *, * Cyberpunk 2077*, The Witcher 3 : Wild Hunt *, and * The Legend of Sword and Fairy *, etc !

FEVERCON



Guest interaction, meet and greets, indiePlay awards, Virtual Tubers, 2 days with full of surprises



Immersive cultural theme experience

Special installations, arcade rhythm games, board games, medieval combat tournaments, educational zones, and serious gaming—immersive experiences across diverse thematic areas, with unique designs aimed at fostering deeper connections with players.





Numerous peripheral brands are gathered here; choose your ultimate gear

The co-organizer this year, zFrontier, brought together many peripheral brands to participate, where you can choose your gaming gear. To attract more users to become community members, allowing gamers from all over the world to exchange gear and share experiences.



Hall H3, Shanghai World Expo Exhibition & Convention Center 22nd-23rd Nov, 2025



Bleeding edge Technologies from both domestic & international arenas along with solid experience across various fields

An annual not-to-miss opportunity for game developers!

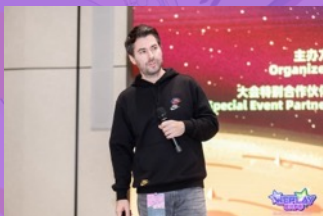
CIGADC

中国独立游戏联盟开发者大会
China Indie Game Alliance Developers Conference

2025.11.21

上海市浦东新区国展路 1099 号 B1 层
1 号会议室

主办方
Organizer CIGA
大会特别合作伙伴
Special Event Partner STORE



10:00-10:40

以“自由”筑江湖：开放世界武侠的设计初心与探索
Building a Jianghu with 'Freedom':
The Design Philosophy and Exploration of Open World Martial Arts



嘉宾 Speaker
半瓶神仙醋 Guo Lei
北京半瓶醋网络科技有限公司 CEO
Beijing Banpingcu Network Tech, CEO

11:20-12:00

独立游戏《闪避刺客》开发复盘：未曾预料的经验与教训
Indie Game SANABI Postmortem: What I wish I'd known



嘉宾 Speaker
刘升汶 SEUNGHYEON YOU
WONDERPOTION Inc. & CEO, 总监
WONDERPOTION Inc. & CEO and Director

午休 Lunch break

14:05-14:50

在 Epic 游戏商城获取成功与赢得用户的秘诀
The Journey of Servant of the Lake



嘉宾 Speaker
Kyle Billings
Epic 游戏商城产品战略与商务总监
Epic Games: Director, Portfolio Strategy, Epic Games Store

14:50-15:30

《湖之仆从》的创作之旅
The Journey of Servant of the Lake



嘉宾 Speaker
Robin Ras
锈湖，联合创始人
Rusty Lake, Co-founder



嘉宾 Speaker
Luuk Waarbroek
锈湖，制作人
Rusty Lake, Developer

10:40-11:20

制作令人着迷的游戏
Making games that obsess people



嘉宾 Speaker
Henry Feltham
《非生物因素》制作人, Deep Field Games 工作室总监
《Abiotic Factor》Developer, Deep Field Games Studio Director

15:30-16:10

《LEVEL5 的角色魅力塑造之道》

LEVEL5's Approach to Creating Captivating Characters



嘉宾 Speaker
日野晃博 Hino Akihiro
LEVEL5 社长 / CEO
LEVEL5 President / CEO

16:10-16:50

从建筑 / 壁画到游戏——关于专业知识协助游戏美术 / 策划的案例分享
From Architecture / Mural Art to Gaming
Case Studies on How Domain Expertise Supports Game Art & Design



嘉宾 Speaker
陈佳鑫 Chen Jiaxin
《江南百景图》建筑文化顾问 / 自由文化咨询创业者
Cultural Consultant of 《Canal Towns》/ Freelance
Cultural Consulting Entrepreneur

16:50-17:30

伊藤贤治的游戏音乐制作秘闻以及 CASA 的独立游戏音乐制作体制
Inside Kenji Ito's Game Music Craft & CASA's Indiegame Audio Pipeline



嘉宾 Speaker
伊藤贤治 Kenji Ito
日本著名作曲家
Composer



嘉宾 Speaker
朱金 Sean Zhu
灵泉音韵工作室 CEO
CEO of Castalia Audio



Hall H3, Shanghai World Expo Exhibition & Convention Center 22-25 Nov, 2025



Networking Opportunities and Global Business Collaboration

WePlay Expo, CiGADC, and its official after-parties have become key destinations for businesses to connect, collaborate, and engage in meaningful industry communication and networking.



Hall H3, Shanghai World Expo Exhibition & Convention Center 22nd-23rd Nov, 2025

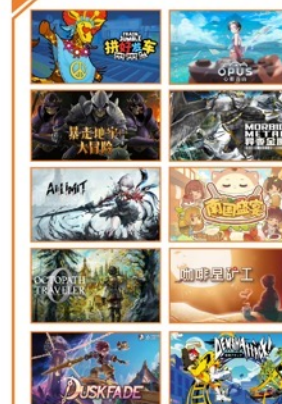


The Ultimate Event for Media/KOL/KOC

WePlay has become the premier in-person gathering for press and influencers, offering a jam-packed schedule of livestreams and interactive sessions. Game studios hosted media briefings and interviews, while content creators came together.



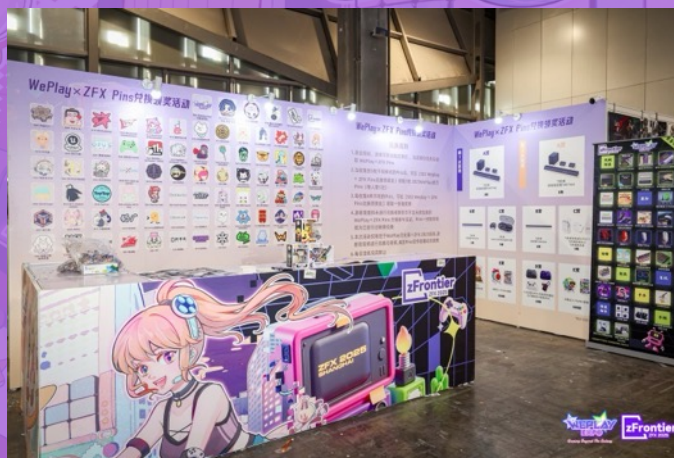
特别直播		
直播名单		
日期	时间段	直播游戏
11月22号	11:00-11:45	无限机兵
	12:15-13:00	opus: 心相善山
	13:30-14:15	拼好发条
	14:45-15:30	Morbid Metal 异变金属
	16:00-16:45	战略猎人0
11月23号	11:00-11:45	暴走地牢大冒险
	12:15-13:00	帝国盛宴
	13:30-14:15	独立之光
	14:45-15:30	DENSHATACK, DUSKFADE
	16:00-16:45	咖啡屋矿工





Interactive Activities and Exclusive Gifts

The organizer and exhibitors offered special pins for attendees to celebrate the games showcased at WePlay. In addition to booth-based pin collection, the event featured expanded interactive activities in the FEVERCON area, on RedNote, and through HeyBox, all of which drove high engagement.



Premier International Gaming Expo In China

Global Vision

Bring together global games, showcasing diverse cultures.



**2026 GLOBAL
GAME JAM**

Online & Offline

Connect online & offline, expanding participation channels.



**2026 CiGA
GAME JAM**

Business Integration

Facilitate B2B & B2C communication, meeting diverse needs.



**2026
indiePlay**

Exceptional Content

Exclusive game demos, immersive cultural experiences.



**2026
CiGADC**

Value Linkage

Integrating premium resources, enhancing value for all attendees.

**More annual
events
coming soon !**

Hall H3, Shanghai World Expo Exhibition & Convention Center 22nd-23rd Nov, 2025

**2026
Exhibition
cooperation and
communication**

Simon

🌐: vsimonzz

✉: simon@ciga.me

☎: 15311187933

**Thank you for participating!
Looking forward to seeing
you next year!**

**WEPLAY
EXPO**
Gaming Beyond The Galaxy

Hall H3, Shanghai World Expo Exhibition & Convention Center 22nd-23rd Nov, 2025