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Industry Background

Mexico has a long history in videogame development starting in the 90s, where several companies from Mexico City made the first efforts to create and publish games for PC and consoles, the most renown game during this period was CHAVEZ for Super Nintendo. The lack of sufficient trained talent and the brain drain to USA and Canada, created a difficult environment to grow the industry.

In the decade of 2000, in Tijuana and Mexicali, with the incorporation of companies like Gameloft and Playsoft, the region became the first video game development cluster to create the appropriate ecosystem to grow successful companies. Due to the closeness to the USA, many mobile companies found in this region the perfect place to develop and test games in an era before the smartphones and app stores.

Many major first party and publishing companies like Ubisoft, Electronic Arts, Capcom, Konami, Sega, Sony, Activision Blizzard, Riot Games, Square Enix, and Microsoft, among others, opened representation offices in Mexico City to grow not only the Mexican market but the whole Latin American.

Guadalajara in Jalisco has become Latin America’s Silicon Valley, and for many decades, companies like Kodak, Intel, HP, Motorola, Continental, Jabil, Bosch, Siemens, IBM, Oracle, among other tech giants, found in the region the perfect place to hire talented professionals and evolve the region from a “maquiladora” to an innovation and design hub. In 2011, the president of Mexico Felipe Calderón announced a $10 Billion Pesos project in Guadalajara called Digital Creative City which main objective is to restore urban environment to consolidate ideal space for the creative industry including videogame companies.

In 2010, the first Mexican publisher, Slang, releases Lucha Libre AAA: Heroes del Ring for major consoles (Xbox360/PS3/Wii) and became the first Mexican company to become part of the ESA. Today, new clusters are emerging like Monterrey, Queretaro, Merida and Puebla.
**MAIN CLUSTERS / REGIONS**

1. **North West Mexico**
   - i. *Baja California* (main city: Mexicali)
   - ii. Baja California Sur
   - iii. Sonora
   - iv. Sinaloa
   - v. Chihuahua
   - vi. Durango

2. **North East Mexico**
   - i. *Nuevo León* (main city: Monterrey)
   - ii. Coahuila
   - iii. Tamaulipas
   - iv. San Luis Potosí
   - v. Zacatecas

3. **West Mexico**
   - i. *Jalisco* (main city: Guadalajara)
   - ii. Nayarit
   - iii. Colima
   - iv. Michoacán
   - v. Guanajuato
   - vi. Aguascalientes
4. Central Mexico
   i. Mexico City ★ (main city: CDMX)
   ii. Estado de México
   iii. Puebla
   iv. Hidalgo
   v. Tlaxcala
   vi. Morelos
   vii. Querétaro
   viii. Guerrero
   ix. Veracruz

5. South Mexico
   i. Yucatán ★ (main city: Mérida)
   ii. Quintana Roo
   iii. Campeche
   iv. Tabasco
   v. Chiapas
   vi. Oaxaca
Studios distribution

- CDMX: 40%
- Guadalajara (ZMG): 10%
- Chihuahua: 26.7%
- Guanajuato: 10%
- Mexicali: 3%
- Monterrey: 1%
- Merida: 1%
- Pachuca: 1%
- Queretaro: 1%
RESOURCES

I. Game Development Studios (Alphabetical Order)

<table>
<thead>
<tr>
<th>PC / Console</th>
<th>Mobile</th>
<th>Browser</th>
<th>VR / AR</th>
<th>Other</th>
</tr>
</thead>
<tbody>
<tr>
<td>🎮</td>
<td>📱</td>
<td>⚙️</td>
<td>🎧</td>
<td>⋮</td>
</tr>
</tbody>
</table>

1. 1 Simple Idea   📱 ⚙️ 🌧️
   i. Website: http://www.1simpleidea.mx
   ii. Youtube: https://www.youtube.com/watch?v=z8T4aP6JvY8
   iii. Contact Email: ovidio@1simpleidea.mx
   iv. Location: Guadalajara, Jalisco
   v. Main Games: Mucho Taco (mobile), Mugogy Jump (mobile)

2. 2D Nutz   🎮 📱 🎮 🌧️
   i. Website: http://www.2dnutz.com/
   ii. Youtube: N/A
   iii. Contact Email: hector@2dnutz.com
   iv. Location: Guadalajara, Jalisco
   v. Main Games: Viva Sancho Villa (mobile)

3. Alucina Studio 🎮 📱 🎮 🌧️
   i. Website: http://alucinastudio.com/
   ii. Youtube: https://www.youtube.com/user/AlucinaStudio
   iii. Contact Email: rodrigo@alucinastudio.com
   iv. Location: Mexico City
   v. Main Games: Advergames
4. **Cosmogonia**
   - Website: http://www.cosmogonia.mx
   - Youtube: N/A
   - Contact Email: contact@cosmogoniacaotica.com
   - Location: Guadalajara, Jalisco
   - Main Games: Interdimensional Pest Control (VR), Luli y Gabo (mobile), VR Showdown in Ghost Town (VR)

5. **CG Bot**
   - Website: http://cgbot.com/
   - Contact Email: sergio@cgbot.com
   - Location: Monterrey, Nuevo Leon
   - Main Games: Star Citizen (PC)

6. **Ennui Studio**
   - Website: [http://www.ennuistudio.com](http://www.ennuistudio.com)
   - Youtube: [https://www.youtube.com/channel/UCBJ0C1-vCnkJmYYw0_5KUng](https://www.youtube.com/channel/UCBJ0C1-vCnkJmYYw0_5KUng)
   - Contact Email: contacto@ennuistudio.com
   - Location: Monterrey, Nuevo León
   - Main Games: Tyr: Chains of Calhalla (PC and console), Super Barrel Fighter (mobile), Chalupas y Buenas (mobile)

7. **Fat Panda Games**
   - Website: [http://fatpanda.tv](http://fatpanda.tv)
   - Youtube: [https://www.youtube.com/watch?v=92vKi2914tc](https://www.youtube.com/watch?v=92vKi2914tc)
   - Contact Email: gerardo@fatpanda.tv
   - Location: Merida, Yucatan
   - Main Games: Lobo with Shotguns (PC), Flat Kingdom (PC), Tony Fit (mobile)

8. **Feline Arts**
   - Website: [http://www.felinearts.net](http://www.felinearts.net)
   - Youtube: [https://www.youtube.com/user/FelineArts](https://www.youtube.com/user/FelineArts)
   - Contact Email: projects@felinearts.net
   - Location: Guadalajara, Jalisco
   - Main Games: Suki & The Shadow Klaw (PC, PS4, XBO)
9. Focka Games
   i. Website: http://www.fockagames.com
   ii. Youtube: https://www.youtube.com/channel/UCAm3S749bg4Bhj2971gRVpw
   iii. Contact Email: contacto@fockagames.com
   iv. Location: Mexico City
   v. Main Games: DMD Mars Mission (PC VR)

10. GameCoder Studios
    i. Website: http://www.gamecoderstudios.com
    ii. Youtube: N/A
    iii. Contact Email: contact@gamecoderstudios.com
    iv. Location: Guanajuato, Guanajuato
    v. Main Games: Attractio (PC, PS4, PS Vita), Sophie’s Guardian (PC VR)

11. Gameloft
    i. Website: http://www.gameloft.com
    ii. Youtube: N/A
    iii. Contact Email: N/A
    iv. Location: Mexicali, Baja California
    v. Main Games: Gangstar New Orleans (mobile), Nova Legacy (mobile), Asphalt 8 Airborne (mobile)

12. GuaoStudio
    i. Website: http://www.guaostudio.com
    ii. Youtube: N/A
    iii. Contact Email: pedro@guaoStudio.com
    iv. Location: Guadalajara, Jalisco
    v. Main Games: Acid Cat (mobile), Trippy Chip vs the World (mobile)

13. Haiku Studio
    i. Website: http://www.haikustudio.me
    ii. Youtube: https://www.youtube.com/user/HaiKuSTUDIOgames
    iii. Contact Email: jessie@haikustudio.me
    iv. Location: Mexico City
    v. Main Games: No more Baicon (mobile), Bitroid (mobile), Rats Tale (TBA)
14. HyperBeard Games
   i. Website: http://www.hyperbeard.com
   ii. Youtube: https://www.youtube.com/channel/UCB8LM27oDAHxGU9jTqneVQ/feed
   iii. Contact Email: fayer@hyperbeard.com
   iv. Location: Mexico City
   v. Main Games: Kleptocats (mobile), Clawbert (mobile), Chichens (mobile)

15. Karaokulta
   i. Website: http://www.karaokulta.com
   ii. Youtube: Youtube.com/karaokulta
   iii. Contact Email: Info@karaokulta.com
   iv. Location: Guadalajara, Jalisco
   v. Main Games: Trigger Runners (mobile), Soulgate (mobile)

16. Kaxan Games
   i. Website: http://www.kaxanmediagroup.com/games.html
   ii. Youtube: N/A
   iii. Contact Email: pr@kaxanmediagroup.com
   iv. Location: Guadalajara, Jalisco
   v. Main Games: El chavo (Wii), Taco Master (mobile, PS Vita)

17. Larva Game Studios
   i. Website: http://www.larvagamestudios.com
   ii. Youtube: http://www.youtube.com/LarvaGS
   iii. Contact Email: contact@larvagamestudios.com
   iv. Location: Guadalajara, Jalisco
   v. Main Games: Lucha Libre AAA: Heroes del Ring (Xbox360/PS3), Red Bull Crashed Ice Kinect (Xbox360), Spirits of Spring (mobile), Night Vigilante (mobile)
18. Lienzo
   i. Website: http://www.lienzo.mx
   ii. Youtube: https://www.youtube.com/LienzoMxOfficial
   iii. Contact Email: hola@lienzo.mx
   iv. Location: Chihuahua, Chihuahua
   v. Hunter’s Legacy (PC, XBO, PS4), Mulaka (TBR)

19. Mantiz Game Studios
   i. Website: http://www.mantizgs.com
   ii. Youtube: N/A
   iii. Contact Email: islas@mantizgs.com
   iv. Location: Pachuca, Hidalgo
   v. Main Games: La Granja de Lola (Web), Cocinando con Comegalletas (Web).

20. Ncite
   i. Website: http://www.ncite.mx
   ii. Youtube: https://www.youtube.com/channel/UCS7aF_EnztMgo4VruAaxKg
   iii. Contact Email: contact@ncite.mx
   iv. Location: Mexico City
   v. Main Games: Ignite Leadership (web), Local Heroes (Web), Go4Gold (Web).

21. Never Ending Media
   i. Website: http://www.neverendingames.com
   ii. Youtube: N/A
   iii. Contact Email: dr.higareda@gmail.com
   iv. Location: Mexico City
   v. Main Games: Hey! That’s my Cheese (mobile), AdivinaT (mobile).
22. NonFictional Games
   i. Website: http://nonfictionalgames.com
   ii. Youtube: https://www.youtube.com/channel/UCuhl6SRB-MO8tDfNSDiANHw
   iii. Contact Email: contact@nonfictionalgames.com
   iv. Location: Chihuahua, Chihuahua
   v. Main Games: F.E.X (Forced Evolution Experiment)

23. Ogre Pixel
   i. Website: http://www.ogrepixel.com
   ii. Youtube: https://www.youtube.com/channel/UCOIzfPX8qK4elggw7wM_KbQ
   iii. Contact Email: ogrepixel@gmail.com
   iv. Location: Aguascalientes, Aguascalientes
   v. Main Games: Warcher Defenders (mobile), Swipe Casters (mobile).

24. Present Creative
   i. Website: http://presentcreative.com/
   ii. Youtube: N/A
   iii. Contact Email: ben@presentcreative.com
   iv. Location: Mexico City

25. RCK Games
   i. Website: http://www.rckgames.com
   ii. Youtube: https://www.youtube.com/channel/UCbX8_6s1Cw9kQNgvVwHvfOw
   iii. Contact Email: gruporckgames@gmail.com
   iv. Location: Merida, Yucatan
   v. Main Games: Ghost Apocalypt (mobile), Chobi Candy Quest (mobile)

26. SQUAD
   i. Website: http://squad.com.mx/
   ii. Youtube: https://www.youtube.com/channel/UC-ZlXbhKDi6m0IQGGSNtaw
   iii. Contact Email: info@squad.com.mx
   iv. Location: Mexico, City
   v. Main Games: Kerbal Space Program (PC)
27. Tanooky
   i. Website: https://www.tanooky.com
   ii. Youtube: N/A
   iii. Contact Email: german@tanooky.com
   iv. Location: Monterrey, Nuevo León
   v. Main Games: Bicentenario (mobile), Zombie Piñata (mobile).

28. Virtual Inflexion Software
   i. Website: http://inflexiongames.com
   ii. Youtube: https://vimeo.com/alquimiangames
   iii. Contact Email: contacto@inflexionsoftware.com
   iv. Location: Mexico City
   v. Main Games: Zombie Bears (mobile).

29. WASD Studio
   i. Website: http://wasdstudio.com/
   ii. Youtube: N/A
   iii. Contact Email: info@wasdstudio.com
   iv. Location: Mexico, City
   v. Main Games: Cochi (mobile)

30. Washa Washa Games
    i. Website: http://washawasha.com
    ii. Youtube: N/A
    iii. Contact Email: info@washawasha.com
    iv. Location: Mexico City
    v. Main Games: Rabbit Bit (IOS), Aprende Mate con el Chavo (IOS/Android)

31. We The Force
    i. Website: http://wetheforcestudios.com/
    ii. Youtube: N/A
    iii. Contact Email: cesar@wetheforce.com
    iv. Location: Saltillo, Coahuila
    v. Main Games: Randall (PC, PS4), Kim Avenger Cow (PC, PS4)
II. Game Publishers, Distribution, and First Party

Most game publishers and 1st party are located in the country with representative offices or through a 3rd party.

1. **1080 Partners Mexico**
   i. Type: Video Game Distribution
   ii. Association with: Bethesda, Telltale Games, Maximum Games, Mad Catz, NC Soft, CI Games
   iii. Website: http://www.apple.com
   iv. Location: Mexico City

2. **Apple**
   i. Type: 1st Party and App Store
   ii. Website: http://www.apple.com
   iii. Location: Mexico City

3. **Blizzard Entertainment**
   i. Type: Publisher
   ii. Website: http://us.blizzard.com/es-mx/
   iii. Location: Mexico City

4. **Electronic Arts**
   i. Type: Publisher
   ii. Website: http://www.ea.com
   iii. Location: Mexico City
5. Google  
   i. Type: 1st Party and App Store  
   ii. Website: http://www.google.com  
   iii. Location: Mexico City

6. IDG Consulting  
   i. Type: Publisher representative office and video game distribution  
      1. Capcom, Harmonix, Konami, Bandai Namco, Nintendo, Nc Games, Rockstar Games, Sega, Tencent, Activision, 505 games, Take Two Interactive, Big Ben Interactive, D3 Publisher, Disney Interactive.  
   ii. Website: http://www.idgconsulting.com  
   iii. Location: Mexico City

7. Konami  
   i. Type: Publisher  
   ii. Website: http://www.konami.com  
   iii. Location: Mexico City

8. Microsoft  
   i. Type: 1st Party and Publisher  
   ii. Website: http://www.microsoft.com  
   iii. Location: Mexico City

9. Riot Games  
   i. Type: Publisher  
   ii. Website: http://www.riotgames.com/  
   iii. Location: Mexico City

10. Slang  
    i. Type: Publisher  
    ii. Website: http://slang.vg/  
    iii. Location: Mexico City
11. Ubisoft
   i. Type: Publisher
   ii. Website: http://www.ubisoft.com
   iii. Location: Mexico City

12. Sony Computer Entertainment
   i. Type: 1st Party and Publisher
   ii. Website: http://www.scea.com
   iii. Location: Mexico City

   i. Type: Publisher
   ii. Website: http://www.wb.com
   iii. Location: Mexico City

III. Other / Support

1. AJIC (Jalisco Association of Creative Industries)
   i. Type: Association
   ii. Website: http://www.jaliscocreativo.org
   iii. Contact Email: contact@jaliscocreativo.org
   iv. Location: Guadalajara, Jalisco

2. Altered Ventures
   i. Type: Venture Capital
   ii. Website: http://altered.vc
   iii. Contact Email: mario@altered.vc
   iv. Location: Mexico City

3. Creativa Mexico
   i. Type: Creative Industry Association
   ii. Website: http://creativamexico.com.mx
   iii. Contact Email: creayivamexicoac@gmail.com
iv. Location: Guadalajara, Jalisco

4. **Digital Creative City CCD**
   i. Type: Creative Industry Cluster
   ii. Website: http://ccdguadalajara.com/en_US/
   iii. Contact Email: contacto@ccdguadalajara.com
   iv. Location: Guadalajara, Jalisco

5. **ESA (Entertainment Software Association)**
   i. Type: Association
   ii. Website: http://www.theesa.com
   iii. Contact Email: contacto@ccdguadalajara.com
   iv. Location: Mexico City

6. **Gamacon**
   i. Website: http://www.gamacon.mx/
   ii. Location: Mexicali, BC

7. **Games Starter**
   i. Type: Publisher
   ii. Website: http://www.gamesstarter.com
   iii. Contact Email: rocha@gamesstarter.com
   iv. Location: Monterrey, Nuevo Leon

8. **IGDA Mexico**
   i. Type: Industry Association
   ii. Website: https://www.facebook.com/IGDAMexico
   iii. Contact Email: jorge.almaral@gmail.com
   iv. Location: major cities in Mexico
9. Kite Team a Keywords Studio
   i. Type: Audio and Localization
   ii. Website: http://wearekiteteam.com/
   iii. Contact Email: Andro.Miralrio@wearekiteteam.com
   iv. Location: Mexico City

10. Lola
    i. Type: Audio and Localization
    ii. Website: http://lolamx.com
    iii. Contact Email: info@lolamx.com
    iv. Location: Mexico City

11. Mntor Creativo
    i. Type: Industry Game Career Guide
    ii. Website: http://www.mntorcreativo.guru/
    iii. Contact Email: mntorcreativo@gmail.com
    iv. Location: Mexico City

12. Render Farm Studios
    i. Type: Art Outsourcing Provider and VFX
    ii. Website: http://www.renderfarm.com.mx
    iii. Contact Email: fausto@renderfarm.com.mx
    iv. Location: Mexico City

13. Stronk
    i. Type: Collectibles
    ii. Website: http://www.stronk.me/
    iii. Contact Email: info@lolamx.com
    iv. Location: Queretaro, Queretaro

14. TagWizz
    i. Type: Front-End & Back-End Development, Motion Graphics, QA and Customer Support
    ii. Website: http://tagwizz.com/
    iii. Contact Email: contact@tagwizz.com
iv. Location: Mexicali, Baja California and Mexico City

15. **Unity3D en Español (Unity3D in Spanish)**
   
   i. Type: Association
   
   ii. Website: https://www.facebook.com/groups/Unity3DenEspanol/
   
   iii. Contact: esteban.dy1@gmail.com
   
   iv. Location: Mexico City / Guadalajara, Jalisco/ Monterrey, Nuevo León/ other cities
IV. General Industry Information

According to PwC, the video game segment recorded an average annual growth rate of 7.6% during the 2007-2012 period. In 2012, Mexico’s domestic market reached $664 million dollars, placing the country among the top 15 video game markets globally and first in Latin America. It is expected to reach $1.5B dollars by 2020. *PROMEXICO
**Audience Type** (30 respuestas)

- **Hardcore**: 10 (33.3 %)
- **Mid-Core**: 20 (66.7 %)
- **Casual**: 21 (70 %)
- **N/A**: 1 (3.3 %)

**Favorite Platforms** (30 respuestas)

- **PC: Hardcore**: 13 (43.3 %)
- **VR / AR**: 13 (43.3 %)
- **MMOs**: 5 (16.7 %)
- **Consoles**: 13 (43.3 %)
- **Handheld**: 16 (53.3 %)
- **Social Networks**: 22 (73.3 %)
- **PC: Social - C...**: 8 (26.7 %)
- **Browser Based**: 4 (13.3 %)
- **Tablets**: 9 (30 %)
- **Moblie**: 1 (3.3 %)
- **Emerging Plat...**: 4 (13.3 %)

- **N/A**: 1 (3.3 %)
Preferred Business Models (30 respuestas)

- Premium: 12 (40%)
- Free to Play: 15 (50%)
- Retail: 5 (16.7%)
- Digital Distribution: 18 (60%)
- N/A: 3 (10%)
- Other: 4 (13.3%)

Type of Games (30 respuestas)

- Action: 8 (26.7%)
- Action Adventure: 6 (20%)
- Adventure: 6 (20%)
- Role-Playing: 4 (13.3%)
- Strategy: 5 (16.7%)
- Simulation: 7 (23.3%)
- Casual / Social: 11 (36.7%)
- Education / Science: 3 (10%)
- Advergames: 3 (10%)
- N/A: 3 (10%)
- Other: 8 (26.7%)

Action Recuento: 8
Favorite Development Platforms  (30 respuestas)

<table>
<thead>
<tr>
<th>Platform</th>
<th>Count</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Unreal</td>
<td>10</td>
<td>33.3%</td>
</tr>
<tr>
<td>Unity</td>
<td>27</td>
<td>90%</td>
</tr>
<tr>
<td>Lumberyard</td>
<td>0</td>
<td>0%</td>
</tr>
<tr>
<td>Defold</td>
<td>0</td>
<td>0%</td>
</tr>
<tr>
<td>Construct</td>
<td>1</td>
<td>3.3%</td>
</tr>
<tr>
<td>Proprietary</td>
<td>2</td>
<td>6.7%</td>
</tr>
<tr>
<td>N/A</td>
<td>1</td>
<td>3.3%</td>
</tr>
<tr>
<td>Otro</td>
<td>-6</td>
<td>20%</td>
</tr>
</tbody>
</table>

Income mainly comes from  (30 respuestas)

- Intellectual Property: 50%
- Services: 23.3%
- Outsourcing: 20%
- Otro: 0%
Number of employees (as of today)  
(30 respuestas)

- Less than 5 employees: 20%
- From 5 to 10 employees: 36.7%
- From 10 to 20 employees: 16.7%
- From 20 to 50 employees: 26.7%
- From 50 to 100 employees:
- More than 100 employees:

Your employees are made up of...  
(30 respuestas)

- All on Payroll ( Nómina): 46.7%
- Mostly on Payroll: 26.7%
- Mostly work for hire:
- All work for hire (Honotarios): 10%
Wages by Area (monthly)

- **Less than 250 USD**
- **From 250 to 500 USD**
- **From 500 to 750 USD**
- **From 750 to 1000 USD**
- **From 1k to 2k USD**
- **From 2k to 3k USD**
- **More than 3k**

**Areas:**
- Senior Programmer
- Junior Programmer
- Senior Artist 2D
- Junior Artist 2D
- Senior Game Designer
- Junior Game Designer
IV. COSTS

Office Costs: The average cost for an office in Mexico varies within each city and neighborhoods.

EDUCATION

There are several universities and specialized training centers all over the country. In 2006 the first University dedicated to Animation, Visual Effects and Videogame development (UNIAT, formerly 3DMX) opened in Guadalajara, and following its lead, many major universities like Tec de Monterrey, Universidad Iberoamericana, and UVM created specialized programs within their different campuses all over Mexico. Most of the game development studio’s employees come from the following:

Video Game specialized academic programs within Universities (Alphabetical Order)

1. CAAV
   I. Bachelor in Animation
   II. Website: http://www.caav.mx
   III. Location: Guadalajara, Jalisco

2. CEDIM
   I. Bachelor in Animation
   II. Website: http://www.cedim.edu.mx
   III. Location: Monterrey, Nuevo León

3. Centro Universitario Incarnate Word
   I. Bachelor in Animation and Visual Effects
   II. Website: http://www.ciw.edu.mx
   III. Location: Mexico City

4. ESCENA
   I. Bachelor in Animation and 3D Art
   II. Website: http://www.escuelaescena.com
   III. Location: Mexico City
5. **Tecnológico de Monterrey**  
   I. Bachelor in Animation and Digital Art, Computer Systems Engineering, Bachelor in Graphic Design, Masters in Computer Science  
   II. Website: http://www.itesm.mx  
   III. Location: campuses in all major cities in Mexico

6. **SAE Institute**  
   I. Bachelor in Animation  
   II. Website: http://www.mexico.sae.edu  
   III. Location: Mexico City

7. **SKY Toon Land**  
   I. Bachelor in Classic Animation  
   II. Website: http://www.skytoonland.com  
   III. Location: Mexico City

8. **UAD: Universidad de Artes Digitales**  
   I. Bachelor in Animation, Videogame Development Engineering  
   II. Website: http://www.uartesdigitales.edu.mx  
   III. Location: Guadalajara, Jalisco

9. **UDEM: Universidad de Morelia**  
   I. Videogame Development Engineering  
   II. Website: http://www.udemorelia.edu.mx  
   III. Location: Morelia, Michoacan

10. **UNIAT: University of Advanced technologies**  
    I. Bachelor in Videogame Art, Videogame Development Engineering, Masters in Game Design  
    II. Website: http://www.uniat.com  
    III. Location: Guadalajara, Jalisco
11. **UNITEC**
   I. Bachelor in Animation
   II. Website: http://www.unitec.mx
   III. Location: Mexico City

12. **UNIVA: Universidad del Valle de Atemajac**
   I. Bachelor in Animation, Computer Systems Engineering, Bachelor in Graphic Design
   II. Website: http://www.univa.mx
   III. Location: Guadalajara, Jalisco

13. **Universidad Cuauhtemoc**
   I. Bachelor in Interactive Design
   II. Website: http://www.ucq.edu.mx
   III. Location: Guadalajara, Jalisco / Queretaro, Queretaro / San Luis Potosi, SLP

14. **Universidad España**
   I. Bachelor in Animation and Digital Art
   II. Website: http://www.unes.edu.mx
   III. Location: Durango, Durango

15. **Universidad Iberoamericana**
   I. Graphic Design, Computer Systems Engineering
   II. Website: http://www.ibero.mx
   III. Location: Mexico City / León, Guanajuato

16. **Universidad Iberoamericana Puebla**
   I. Bachelor in Animation and Interactive Development, Bachelor in Graphic Design, Computer Systems Engineering
   II. Website: http://www.ibero.mx
   III. Location: Puebla, Puebla

17. **Universidad Internacional**
   I. Bachelor in Animation
   II. Website: http://www.uninter.edu.mx
   III. Location: Cuernavaca, Morelos
18. Universidad Latinoamericana
   I. Bachelor in Animation and Digital Art
   II. Website: http://www.unes.edu.mx
   III. Location: campuses in major cities in Mexico

19. Universidad Panamericana
   I. Bachelor in Animation, Computer Systems Engineering, Bachelor in Graphic Design
   II. Website: http://www.up.edu.mx
   III. Location: Mexico City / Guadalajara, Jalisco / Aguascalientes, AGS

20. Universidad Tecmilenio
   I. Bachelor in Graphic Design and Animation
   II. Website: http://www.tecmilenio.edu.mx
   III. Location: campuses in major cities in Mexico

21. UVM: Universidad del Valle de México
   I. Interactive Technologies and Digital Animation Engineering
   II. Website: http://www.uvmnet.edu
   III. Location: campuses in major cities in Mexico

22. TESCHI
   I. Digital Animation and Visual Effects Engineering
   II. Website: http://www.teschi.edu.mx
   III. Location: Mexico City
Specialized Training Centers

1. COCO School
   i. Video Game Development
   ii. Website: http://cocoschool.mx/
   iii. Location: Mexico City

2. CG Preceptor
   i. Visual Effects
   ii. Website: http://cgpreceptor.com
   iii. Location: Online based in Guadalajara, Jalisco

3. Instituto cardan
   i. Animation and Visual Effects, Videogame Production, Audio and Musical Preproduction
   ii. Website: http://institutocardan.com/
   iii. Location: Acapulco, Guerrero

4. KMMX
   i. Programming courses and certifications (mobile, C#, C++, Python, JQuery, Javascript)
   ii. Website: http://www.spentamex.org
   iii. Location: Online based in Monterrey, Nuevo León

5. Spenta Game Institute
   i. Masters in Videogame Production
   ii. Website: http://www.desarrollodevideojuegos.net/
   iii. Location: Mexico City

6. Skay Solutions Academy
   i. Videogame Development
   ii. Website: http://www.desarrollodevideojuegos.net/
   iii. Location: Mexico City

7. Video Game Makers Academy
   i. Videogame Development
ii. Website: https://www.vgmakers.com/
iii. Location: Mexico City

8. **Westbridge University**
   i. Video Game Design, Animation and Special Effects
   ii. Website: http://www.westbridge.edu.mx/
   iii. Location: Mexico City
SUPPORT

GRANTS and FUNDING for video game projects.

a. Altered Ventures
   i. Private Fund
   ii. Video Games, AR & VR
   iii. Up to $10 Million USD
   iv. Seed and Series A funding

b. PROSOFT
   i. Managed by the Economics Secretary SE
   ii. Federal Grant combined with the States
   iii. Up to $10 Million pesos per project (around $500K USD)
   iv. Companies 50% of budget, SE 25% and State Government 25%
   v. Commitment to create jobs

c. INADEM 3.3
   i. Managed by the Entrepreneur Institute INADEM
   ii. Federal Grant
   iii. Up to $10 Million pesos per project (around $500K USD)
   iv. Small Companies 30% of budget and INADEM 7%

d. CONACYT FIT, FINNOVA (Innovation)
   i. Managed by NATIONAL Science and Technology Council CONACYT
   ii. Federal Grant
   iii. Up to $2 Million Pesos per Project (around $100k USD)
   iv. Companies 50% of budget, CONACYT 50%
e. CONACYT PEI (R&D and Innovation)
   i. Managed by NATIONAL Science and Technology Council CONACYT
   ii. Federal Grant and TAX break
   iii. Up to $20 Million Pesos per Project (around $1M USD)
   iv. Small companies 20%, medium sized companies 30%, big companies 50%, CONACYT 80%, 79% and 50% respectively
   v. Commitment to include 2 Universities in the project and assign 30% of the budget.

f. PROMEXICO
   i. Managed by PROMEXICO
   ii. Booths and Pavilions on International Expos
   iii. Current support for GDC San Francisco, E3 Los Angeles, Gamescom Cologne and GDC Europe, SXSW Austin Texas, Tokyo Game Show, XDS Vancouver and MIGS Montreal.

g. FONCA
   i. Managed by Culture Secretary
   ii. Scholarships for artists and Artistic projects
RELATED INDUSTRIES

1. Technology
   i. Hardware
      1. Manufacturing
      2. Design and Innovation
      3. Customer Support
   ii. Software / IT
      1. Embedded Software
      2. Mobile / Web
      3. AI
      4. Cloud computing
      5. IOT
   iii. Robotics
   iv. Aerospace
   v. Automotive

2. Creative Industries
   i. Fashion
   ii. Architecture
   iii. Theater and Performing Arts
   iv. Graphic Design
   v. Marketing
   vi. Furniture and Interior Design
   vii. Handcrafts

3. Film, TV and Animation
   i. Live Action Films
   ii. Animation and VFX
   iii. Animated Series
   iv. Original TV content

4. Music
   i. Sound design
   ii. Original Scores
MAIN VIDEO GAME EVENTS

1. Campus Party
   i. Website: http://mexico.campus-party.org/
   ii. Location: Guadalajara, Jalisco

2. Dev Hour
   i. Website: http://devhr.mx
   ii. Location: Mexico City

3. Creativa Fest
   i. Website: https://creativafest.com/
   ii. Location: Mexico City and Guadalajara, Jalisco

4. EGS (Electronic Game Show)
   i. Website: http://www.electronicgameshow.com/
   ii. Location: Mexico City and Guadalajara, Jalisco

5. Gamacon
   i. Website: http://www.gamacon.mx/
   ii. Location: Mexicali, BC

6. Hacker Garage Events and Game Jams
   i. Website: http://hackergarage.mx/eventos/
   ii. Location: Guadalajara, Jalisco

7. Karaokulta / Global Game Design Guild Monthly Meetings
   i. Website: https://www.facebook.com/groups/karaokulta/
   ii. Location: Mexico City / Guadalajara, Jalisco/ Morelia, Michoacán / other cities
8. Laguna Fest Multimedia
   i. Website: http://www.lagunafest.com/
   ii. Location: Torreón, Coahuila

9. Latin Dev Summit
   i. Website: https://www.facebook.com/latindevsummit/
   ii. Location: Cancun, Quintana Roo

10. Pixelatl
    i. Website: http://www.pixelatl.com
    ii. Location: Cuernavaca, Morelos