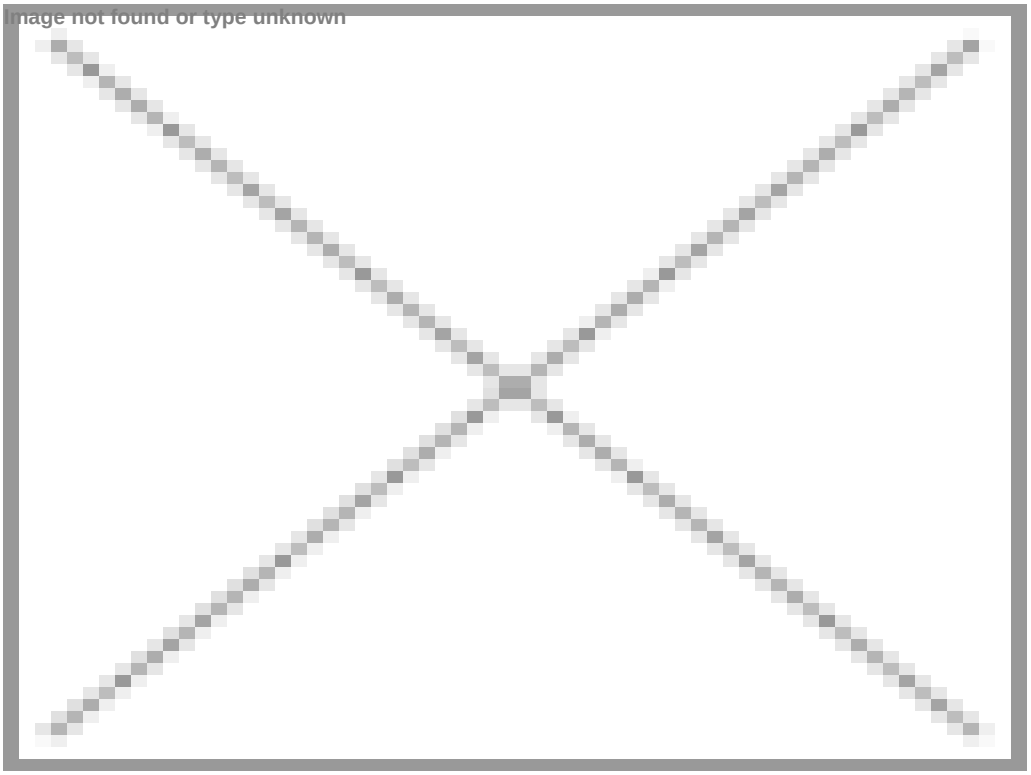
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UIPM EXPLORES ESPORTS COLLABORATION WITH TENCENT IN SHENZHEN (CHN)



A UIPM delegation led by Secretary General Shiny Fang, alongside Commercial & Esports Manager Yaw Amponsah Debrah and TV & Media Operations Manager Florent Boas, visited Tencent Headquarters in Shenzhen (CHN) immediately after the conclusion of the 73rd UIPM Congress.

The meeting marked the beginning of promising discussions about potential collaborations in Esports. This visit signals the start of future engagements aimed at fostering innovation and growth in the Esports landscape, and it follows the launch of the new Obstacle Laser Run game from UIPM.

Commercial & Esports Manager Yaw Amponsah Debrah said: "This initial engagement with Tencent, a leader in Esports with impressive capacity and worldwide reach, presents an exciting opportunity for UIPM to explore innovative ways to enhance our Esports strategy and connect with diverse audiences."