


TRC FAMILY ENTERTAINMENT

Trc Family Entertainment	
FROM:	Malta
KEYWORDS:	business development, market development, family trusted games, game company
DURATION:	October 2012, running
INDICATIVE COST:	
FUNDING:	Private funding
FOCUS:	Game sector



TRC Family Entertainment is digital game company in which the Malta Government has invested as shareholder, as a part of the strategic actions supporting the digital games sector development in Malta.

TRC Family Entertainment is creating new ways for kids to connect, play, and share with family and friends in the digital world. The goal is to be a brand that is loved by kids and trusted by parents around the globe.

The government's strategy to develop new niche' high-value added jobs is being vindicated with the establishment of TRC Family Entertainment Ltd., a company led by a world-class management team and which shall develop a fully-fledged digital game ready for launch in the US market in 24 months' time.

Malta Government during the last two years has been very keen on supporting this sector as it represents the next-level development of the success the country has had in establishing itself as an ICT location. The Digital Games industry is, therefore, a key component within the creative industry in Malta is one of the fastest growing media sectors globally. Through this agreement, Malta Enterprise will be co-investing in TRC Family Entertainment Limited owning 15% shareholding. New video game jobs are to be created in Malta and Malta Enterprise will also contribute to on-the-job training and bursaries for a local training institution. []

SPECIFIC GOALS

- supporting the digital games sector development in Malta
- provide trusted doges for kinds and their families

MAIN NEEDS MET by the GP

- Sector and business development
- Market (local) access and development

TRANSFERABILITY AND SUCCESS FACTORS

QUOTATION

"The investment in this company by Malta Enterprise is a signal to the global digital games industry. It basically sends the message loud and clear that Malta is a good location for the development of digital games and is serious in its effort to increase talent and[]skill in this sector. The announcement in last year's Budget with respect to the articulation of the Digital Games Strategy for Malta and the announcement, in this year's Budget, of tax incentives for []high skill foreign talent working in the Digital Games industry as well as the establishment of the Digital Games Fund are all different pieces of the jigsaw puzzle and testify to the determination and resolve of Government to focus and attract players in this industry towards Malta," Tonio Fenech, Finance Minister

FURTHER DETAILS

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