
CHINA
GAME STUDIO
DISCOVERY TOUR
TigerRose
China
4 DAYS · 2 CITIES · 1V1 MEETINGS
Meet the local studios. Understand the China market.

YOUR NEXT HIT MAY ALREADY BE IN DEVELOPMENT IN CHINA.

But can you reach the team behind it?

The opportunity may be close.

The right introductions are not.

THE INFO GAP

Interested in China's casual game studios but don't know where to start?

THE TRUST GAP

Looking for high-potential games but struggling to build trust with local teams?



INSIDE CHINA'S MOBILE GAME ECOSYSTEM

WHY CHINA?
WHY NOW?

China's mini-game ecosystem is no longer a niche market.

It is becoming one of the most active testing grounds for new gameplay, hybrid monetization, rapid product validation and content-driven user acquisition.



RMB 53.5 BILLION
China's mini-game market revenue in 2025

+34.39%
Year-on-year mini-game market growth

500 MILLION+
Monthly active users on WeChat Mini Games

400,000+
Developers in the WeChat Mini Games ecosystem

OVER **80%** of these developers belong to teams with fewer than 30 people.

FROM CHINA
TO GLOBAL MARKETS

Products and models first validated in China's mini-game ecosystem are increasingly expanding overseas.

Nobody's Adventure: Chop-Chop / Legend of Mushroom
grew from China's mini-game ecosystem into global..

My Garden Tale
reached No.4 in U.S.iOS Games downloads and No.17 across all free apps.

My Dream Pizza
topped TikTok's global popular mini-game ranking for one month continuously.

Screw Master 3D
quickly scaled globally and generated over $10,000 in daily ad revenue.

China's next global casual game opportunity may come from a small, fast-moving studio you have never heard of.

WHAT'S THE REAL CHALLENGE?

THE OPPORTUNITY IS REAL. BUT ACCESS IS NOT EASY.

China's game development ecosystem is not concentrated in one city.

The game studios are distributed across multiple regional ecosystems including:

- BEIJING
- SHANGHAI· HANGZHOU
- GUANGZHOU · SHENZHEN
- CHENGDU·CHONGQING
- CHANGSHA
- XIAMEN · FUZHOU





Many small and mid-sized Chinese studios have limited English-language information online.

And many of their relationships are built through WeChat, local industry networks and trusted face-to-face introductions.

GLOBAL PUBLISHERS NEED A PRACTICAL WAY TO:

- **Identify the right studios**
- **Build trust through direct conversations**

THE REAL GAP IS LOCAL ACCESS AND TRUST.

A PRIVATE ENTRY INTO CHINA'S GAME ECOSYSTEM



TigerRose created the Game Studio Discovery Tour to turn a fragmented and difficult-to-access market into a structured, face-to-face business journey.

Designed around your product strategy, publishing strengths and cooperation goals.

12+	6 ~ 10	1 / 2	360°
Targeted Company Invitations	Guaranteed In-Person Company Meetings	Representatives from One Client Company	Industry,Business and Local Context

WHO YOU MAY MEET

Depending on your goals, we may connect you with :

- Fast-moving prototype and gameplay innovation teams
- Puzzle, IAA and Hybrid Casual studios
  Midcore teams exploring new formats
- AI- and technology-driven development/Publishing teams

POTENTIAL CONVERSATIONS :

- LONG-TERM STUDIO PIPELINES
- GLOBAL PUBLISHING
- CO-DEVELOPMENT
- PROTOTYPE COLLABORATION

01 BEFORE THE VISIT

- Define your target-team profile and priorities
- Build a candidate pool and invite 12+ selected companies
- Prepare company backgrounds and meeting objectives
- Optimize your introduction and cooperation materials
- Design the complete business and city itinerary

02 DURING THE VISIT

- Organize and support 6～10 in-depth meetings
- Provide bilingual interpretation and cultural context
- Moderate discussions around products, data, tech and commercial expectations
- Record key agreements, concerns and potential next steps

03 AFTER THE VISIT

- Summarize key meeting outcomes and opportunities
- Establish follow-up communication channels
- Support language, cultural and commercial communication barriers
- Help arrange the next online or in-person meeting when needed

Two Cities

WHY CHENGDU X CHONGQING?

Two different stages of China's game ecosystem.

CHONGQING → CHENGDU

CHONGQING（重庆）

CyberPunk City

HotPot City

AN EMERGING MINI-GAME HUB

In 2025, Chongqing hosted the WeChat Mini Games Developer Conference and became WeChat Mini Games' first city-level IP cooperation partner.

With strong university talent and growing policy support, Chongqing represents a new generation of regional game opportunities.

The 'Cyberpunk City' in China

It also offers one of China's most distinctive urban experiences: Its bridges,towers and layered roads **create a vertical city that feels as if it were built inside a game world.**

CHENGDU（成都）

Laid-back city

Panda City

A MATURE DEVELOPMENT ECOSYSTEM

Known as one of China's major game development centers, Chengdu brings together experienced talent shaped by Card, RPG, SLG, Puzzle, Simulation and other Hybrid Casual development.

From agile prototype studios to long-term product companies, Chengdu offers a diverse view of China's evolving mobile game-production ecosystem.





Enter Chinese studios in the CYBER CITY

BY DAY, ENTER A GAME STUDIO.

BY NIGHT, ENTER A GAME WORLD.

A CURATED 4-DAY JOURNEY



DAY 1

ENTER THE MARKET

Arrival and market briefing .
1~2 selected company visits in Chongqing

Align on the local ecosystem, meeting objectives and key questions.



DAY 2

DEEP DIVE & CITY EXPERIENCE

2-3 selected company visits in Chongqing

Focused on products, teams, and potential cooperation.
Step outside the meeting room and experience the atmosphere of China's vertical CyberPunk city.



DAY 3

DEEP DIVE + TRANSFER

Transfer to Chengdu · 2-3 selected company visits in Chengdu

Selected lunch or dinner meetings.



DAY 4

CHENGDU DEEP DIVE

1-2 selected company visits in Chengdu

Additional high-fit exchanges when appropriate.
Complete the journey with a clearer view of your potential China studio pipeline.

NOTE

The itinerary shown is a reference.
Final arrangements will be confirmed based on your goals, target-company, availability, transport conditions and mutual discussion.

REAL CONVERSATIONS.
REAL OPPORTUNITIES.

PROVEN EXPERIENCE



CHINA GUANGZHOU-SHENZHEN TOUR

PARTNER A: LEADING ASIAN GLOBAL CASUAL GAME PUBLISHER

For this partner's first business trip to China, TigerRose helped define the visit objectives, select relevant cities and teams, prepare meeting backgrounds, and provide multilingual moderation and local market context throughout the journey.

"Thanks to your passionate and highly professional introductions and communication, the Chinese publishers and developers-who previously felt distant and difficult to approach-now feel much more approachable and familiar."

—— Feedback from the partner

CHINA SHANGHAI TOUR

PARTNER B: LEADING EUROPEAN GLOBAL CASUAL GAME PUBLISHER

Within one week,TigerRose successfully organized meetings with 13 Chinese development studios.

Our work covered the complete process-from wishlist refinement and targeted invitations to scheduling, meeting moderation, written summaries and follow-up communication channels.

The visit helped this partner to uncover much more opportunities with Chinese local developers in global publishing and long-term cooperation.



PROVEN EXPERIENCE

TIGERROSE DOES MORE THAN ARRANGE MEETINGS.

We build the complete connection process-from understanding your goals and identifying the right teams to facilitating meaningful conversations and supporting the next stage of cooperation.

START WITH YOUR GOALS.

WE'LL DESIGN THE RIGHT WAY INTO CHINA.



DESIGNED FOR

Global mobile game publishers
seeking high-potential products, development partners or long-term studio pipelines in China

PRIVATE & CONFIDENTIAL

Each tour is exclusively designed for one client company,
with 1/2 participating representatives.

- No mixed-company groups.
- No competing clients on the same journey.

AVAILABLE WINDOWS

- SEP 1-30, 2026
- NOV 1-20, 2026
- DEC 1-31, 2026
- JAN 1-31, 2027

Final dates depend on the availability of selected Chinese companies.

A preparation period of at least two weeks is recommended.



LOOKING BEYOND CHENGDUx CHONGQING?

Visits to other major Chinese game ecosystems including Beijing, Shanghai, Guangzhou, Shenzhen etc... can also be customized around your goals.

REQUEST OUR MARKET GUIDE

Contact TigerRose to receive:

A GUIDE TO CHINA'S MAJOR MINI-GAME CITIES

Explore the market characteristics of China's major game-development cities, with examples of representative casual game studios and publishers in each region.

CONTACT TIGERROSE

PRIVATE CONSULTATION · CUSTOM ROUTES AVAILABLE

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DON'T WAIT FOR THE NEXT OPPORTUNITY TO REACH YOU.

COME TO CHINA AND DISCOVER IT FIRSTHAND.

WHO WE ARE?

TigerRose

TWO AREAS OF EXPERTISE. ONE COMPLETE JOURNEY INTO CHINA.

China



TIGERROSE

FROM GLOBAL TO CHINA: B2B CONSULTANT

TigerRose is a B2B consulting and business-development partner connecting China with global markets.

With a current focus on the mobile game industry, TigerRose is helping global casual mobile games to get launched in China market, and supporting cross-border business conversations and cooperation.

CHINAX

FROM GLOBAL TO CHINA: PREMIUM TRAVEL PLANNER

ChinaX specializes in designing travel and cultural experiences in China for international visitors,

including personalized B2C journeys, B2B business tours and locally curated & customized experiences.

OUR FOUNDERS



FELICIA
ChinaX
Co-founder



XINXIN
TigerRose & ChinaX
Co-founder



QUEENIE
TigerRose
Co-founder

'We build bridges for the world to understand China,
Through business, people and firsthand experience.'