

Africa's biggest eSports festival aims to create jobs

Ten countries are expected to participate in the Electronic and Video Game Festival of Abidjan (FEJA), the biggest eSport and video gaming event in Africa. Organiser, Paradise Game and official sponsor Orange Côte d'Ivoire, is putting the emphasis on job creation through the video game industry.



Electronic and Video Game Festival of Abidjan.

From 23-25 November, Abidjan will host the second year the [Electronic and Video Game Festival of Abidjan](#) (FEJA). [Paradise Game](#), a major player of the video game industry in West Africa, is partnering with RTI (Radiodiffusion Télévision Ivoirienne), the Palais de la Culture of Abidjan, Yolo Media Factory, AOS Africa and the Goethe-Institut.

Le FEJA Orange 2018

The FEJA Orange 2018 will feature even more eSports tournaments, with professional players from 10 countries across Africa. More than 20 000 Euros will be given in cash prizes.

The Pan African qualifiers for FEJA Orange 2018 will take place between September 22 and November 22 in Côte d'Ivoire as well as in the following countries: Benin, Burkina Faso, Cameroon, Ghana, Guinea Conakry, Mali, Nigeria, Senegal, Togo. Registrations started September 12 on www.FEJA.ci.

During the three-day festival, visitors will be able to view the finals of the eSport tournaments to include *FIFA*, *PES*, *Fortnite*, *Street Fighters*, *Tekken*, *Naruto*, *Dragon Ball Z*, *Clash of Clans* and *Candy Crush* video games.

Job creation

The aim with FEJA Orange 2018 is to promote video game industry fields and offer new perspectives to the African youth in terms of employment opportunities. The theme of the FEJA Orange 2018 is, *Job Creation through the video game industry*. The event will spotlight the different employment fields: game designers, developers, programmers, pro-gamers, and so on.

In addition, the participants will learn about topics as diverse as creating a game, monetising a game or a mobile application. Guests will also share their experience with the attendees through workshops and conferences.



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Sidick Bakayoko, founder and CEO of Paradise Game, producer of the event, stated: “The video game industry is a leading cultural industry in the world and generates nearly \$ 100 billion. Africa, despite all its creativity, represents only 1% of this industry. It is therefore crucial to promote careers in the video game industry for women and men, in order to create employment opportunities on the continent.”

FEJA is also a family festival. Expos and fun activities will entertain the public, with different zones dedicated to kids, casual gamers, and retro-gamers. Guest stars (renowned eSport players, YouTubers, artists, and so on) will be part of the program. With more than 5,000m² dedicated to gaming and technological innovation, the Palais de la Culture of Abidjan will turn into a gaming paradise.

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