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[GSMA and IMGA Collaborate at the Mobile World Congress](#)

For the promotion of the mobile gaming sector

The GSM Association and the International Mobile Gaming Awards ([IMGA](#)) have just announced an agreement to join forces at this year's Mobile World Congress (Barcelona, 11-14 February 2008) to promote the development of the mobile gaming sector. The [GSMA](#) will endorse and promote the established International Mobile Gaming Awards, the largest mobile gaming awards program which is aimed at professional and non-professional developers of unpublished mobile games. The GSMA will also facilitate the IMGA in hosting their annual Awards ceremony, to be held on Monday, February 11, in the Mobile Entertainment & Content Zone (Hall 7) within the Congress. In turn, the IMGA will support and promote the GSMA's Global Mobile Award's Best Mobile Game category - for best published and commercially available mobile games. The [GSMA](#) and IMGA will also work together on future projects that will help drive innovation, creativity and the growth of the mobile gaming industry. "We are delighted to partner with the IMGA to align these two Awards programmes and to showcase some of the most innovative, published and unpublished mobile games at the world's biggest mobile event," said Bill Gajda, Chief Commercial Officer at the GSMA. "The IMGA brings an unrivalled track record and credibility to the Congress along with a significant community of games developers to showcase mobile games to the broader industry. We're also excited at the prospect of working on future projects and events that will help drive innovation in this very fast moving sector." "I am very proud of this agreement with the GSMA", said Maarten Noyons, CEO and founder of the IMGA. "The GSMA represents the mobile industry worldwide and the Mobile World Congress is known throughout the world as the most successful mobile industry event. This endorsement and partnership is critical if we are to fulfil our goal of continuing to drive innovation and creativity amongst developers, publishers and bring the excitement and potential of this sector to the attention of the wider industry." The GSMA's Global Mobile Awards will take place on Tuesday, the 12th of February, and the [IMGA](#) Awards will take place on Monday, the 11th of February, at the Mobile World Congress 2008 in Barcelona.