

DMCC GAMING CENTRE

The DMCC Gaming Centre is a comprehensive ecosystem for emerging and established gaming and esports businesses aiming to scale their operations across the MENA region and globally.

The DMCC Gaming Centre offers access to capital through a robust network of global partners, a community that fosters collaboration, and resources aimed at supporting and mentoring. Members benefit from networking opportunities, mentorship programmes, and a diverse, global business district that is home to over 25,000 companies.

Quick Facts and Stats

- More than 140 members, making it one of the leading clusters of gaming and esports businesses in the MENA region.
- DMCC collaborates with top industry entities such as Brinc, Astrolabs, Epiphany, Discovered, and Artisan Game Studio to provide premium services and support for Gaming Centre members.
- USD 150 million accelerator programme for Gaming Centre members through Brinc.
- Digital capability building and co-working spaces through Google for Startups by Astrolabs.
- Business support, mentorship, and funding opportunities for high-growth start-ups through Epiphany.
- Long-term visas for creative professionals encourage gaming entrepreneurs to set-up and expand businesses within the UAE.

Partnerships

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MENA Gaming Growth and Innovation

- In 2022, DMCC launched a special edition of its Future of Trade report series, focusing on the gaming industry's growth and innovation.
- The report predicted that MENA gaming revenue is expected to almost double by 2027 from its 2021 levels.
- The MENA gaming industry is predicted to grow by over USD 6 billion, which has now already been surpassed.
- Within the MENA region, the MENA 3 (Saudi Arabia, UAE, and Egypt) lead revenues and are expected to witness double-digit growth over the coming years, driven by a young demographic, strong digital engagement, and government support.
- The report explored technology, cultural, and business impacts on gaming and esports, including global trends and MENA's emergence as a hub.

- The report makes three key recommendations:
 - Diversify esports revenue streams away from sponsorship in favour of direct-to-fan monetisation models such as digital merchandising, loyalty programmes, and training platforms for amateur gamers.
 - Update regulatory frameworks to develop a confidence-inducing business environment and ensure privacy, security, and safety online.
 - Educate stakeholders on the gaming sector, shifting the mindset from gaming being a way that younger generations spend their free time towards it being a significant industry that offers countless commercial opportunities and an exciting career path – particularly as the UAE transitions to a knowledge-based economy.

DMCC's Gaming Centre Leaders



Ahmed Bin Sulayem

Executive Chairman and Chief Executive Officer, DMCC

Ahmed Bin Sulayem is the Executive Chairman and Chief Executive Officer of DMCC and has driven its growth from a start-up of 28 member companies in 2003 to one of the world's leading international business districts in 2025 with over 25,000 member companies.



Belal Jassoma

Senior Director – Tech Ecosystems, DMCC

Belal Jassoma is Senior Director of Tech Ecosystems at DMCC. Belal joined DMCC in 2011 and has been instrumental in scaling up DMCC's ecosystems and commercial offering, including new products, services and member engagement programmes. In his current capacity, Belal is responsible for developing key strategic relationships, partnerships and product functions as well as overseeing ecosystem development across several of DMCC's industry verticals such as crypto, gaming, and AI.