

For your business to be global, you require thinkers from different cultures and disciplines. In Singapore, our talents come from diverse backgrounds, helping them create ideas that transcend geographical boundaries.

And in the borderless world of video gaming, one company has leveraged the multidisciplinary talent in Singapore – Ubisoft. Backed by a 140-strong team, the software developer collaborated with its Montreal office and revolutionised industry standards with the successful release of its action-adventure game 'Assassin's Creed II'. To date, over 9 million copies have been sold worldwide.

Putting together the game design involved meticulous engineering of interactive worlds and characters. This was made possible through the collaboration of conceptual artists and technically accomplished programmers spanning 23 different nationalities. This mantra of multiculturalism is now set to spearhead the company's goal of expanding regionally.

It is a clear demonstration of how Singapore is equipped to help great ideas thrive. We call it collective creativity. But we think you'll just call it a very good idea. That works.

## To get ideas for the world, get inspired by the world.

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