

Our core values represent the principles and beliefs that we feel should guide GDAP as an organization. This should guide the decisions of the leadership, member companies, academic members, affiliate and individuals alike. Our learnings from the past have lead us to determine what values really matter. These values are then reflected in our decisions and actions.

Responsible Leadership

We know that with great power comes great responsibility. We are committed to developing the Philippine game industry and proudly promoting Philippine made games and talents in the local and international markets. We strive to set a good example for the entire industry to follow.

Excellence and Quality

We consistently strive towards the highest standards of excellence in all aspects of game development. We make and play games as professionally as possible, aiming to become known for excellent work and high quality. We set rules that we ourselves will follow.

Integrity and Honesty

We play fair and we do not cheat. We take care of our responsibilities and obligations. We make decisions that are based on moral principles, and generally aim to treat others as we ourselves would want to be treated.

Overall, we aim to contribute positively to the Philippine economy and to the betterment of Filipinos as game developers and gamers.