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#gamescom2018

Huge tenth-anniversary surprises: international publishers present global premieres at gamescom opening ceremony

On 21 August at 11.00 a.m., it's finally happening: the tenth edition of gamescom will open its doors. And there will be a number of special surprises to mark this important anniversary: For the first time international publishers such as Ubisoft and THQ Nordic will be presenting global premieres at the gamescom opening ceremony. THQ Nordic plans to introduce a previously unannounced title based on one of the publisher's established brands. Fans of adventure experts DONTNOD are looking forward to the public premiere of the first trailer for LIFE IS STRANGE 2 from Square Enix. Additionally, game fans from around the world can expect a new announcement from Koch Media and its publishing label Deep Silver. BANDAI NAMCO Entertainment Europe S.A.S. is using the gamescom opening ceremony as an opportunity to announce a brand new game from a European developer. Some of these newly announced titles will be available to play at the publishers' booths in the entertainment area directly following the presentation. If you want to catch every debut as it happens, you can watch the entire gamescom opening ceremony on www.gamescom.global.

Among the attendees of the opening ceremony will be political guests of honour Dorothee Bär, who, in her role as German Minister of State for Digitalisation, is responsible for all games-related issues in the federal government; José Guirao, Minister for Culture and Sport in gamescom partner country Spain; Armin Laschet, Minister President of the state of North Rhine-Westphalia; and Mayor of the city of Cologne Henriette Reker. What's more, this year's gamescom opening ceremony in the Konrad-Adenauer-Saal will be open to some wild-card ticket holders for the first time ever.

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