

No. 9 / April 2019, Cologne  
#gamescom2019

## The Netherlands announced as gamescom partner country for 2019



The Netherlands is the official partner country of gamescom 2019. Koelnmesse GmbH, game - the Association of the German Games Industry, and the Dutch Games Association have signed a partnership agreement. With the Netherlands assuming this official role, Koelnmesse has secured a partnership with a growing games market that is also home to a diverse spectrum of games developers - from indie studios and serious games specialists to the producers of international blockbusters. The Netherlands also has large numbers of e-sports fans. This makes the country an ideal partner for gamescom 2019, both in terms of its market potential and its industry specialisms. As gamescom's partner country, the Netherlands will represent international exhibitors at Europe's leading business platform for the games industry from 20 to 24 August 2019.

gamescom  
20.08. - 24.08.2019  
<http://www.gamescom.global/>

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In total, more than 20 companies will appear in the Dutch pavilion in the business area (Hall 4.1, Stand A65/B70). The joint stand will host a diverse delegation of businesses, reflecting the broad landscape of the Dutch games industry. In addition to well-known Dutch companies from the sector, independents and start-ups will appear alongside further developers and publishers.

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"I'm delighted that gamescom 2019 has a very special partner country with the Netherlands. For both our exhibitors and our visitors, the Dutch are our neighbours and have always been very well represented at gamescom. This is something we want to build on this year, and we hope to be able to welcome even more of our Dutch neighbours as visitors in the business and entertainment areas, at devcom or the gamescom city festival," says Felix Falk, Managing Director of game and co-organiser of gamescom.

Executive Board:  
Gerald Böse (President and Chief Executive Officer)  
Herbert Marner

"The Dutch gaming landscape is characterised by hundreds of studios, combined with a minority of larger, internationally well-established companies. The Netherlands offers a healthy working climate that fosters creativity and originality by providing the right mix of freedom and support. gamescom is the single most important international event for Dutch game developers. That's why we're really excited that the Netherlands will be the partner country for gamescom 2019. Its impact and influence not only supports Dutch companies in evolving on a professional level - it also provides a platform where we can meet gaming-focused minds and get down to work on things together - you can't get more Dutch than that," says Horst Streck, Chairman of the Dutch Games Association.

Chairwoman of the Supervisory Board:  
Mayor of the City of Cologne  
Henriette Reker

Headquarters and place of jurisdiction:  
Cologne  
District Court Cologne, HRB 952



"We're delighted to have the Netherlands as our partner country for gamescom



2019. The Netherlands has been represented at gamescom with the Holland Pavilion since 2009, with growing numbers of companies appearing at the joint stand. This demonstrates the immense potential of the Dutch games industry and the large interest in Europe's leading business platform for the games industry. For Cologne as a trade fair venue, the Netherlands is one of the most important target markets - on both the exhibitor and the visitor side," says Christoph Werner, Senior Vice President Trade Fair Management, the organiser of gamescom.

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### **Holland@gamescom**

The Dutch games industry is formed of more than 600 companies. With entertainment, applied and serious games, it covers the full spectrum of the computer games market. The market is also characterised by strong indie games development and the nurturing of independent talents. The Netherlands has been represented at gamescom since 2009 with a pavilion. The area of the joint stand increased by just under 300 per cent between 2009 and 2018, while the number of companies appearing at the pavilion has risen by 37 per cent.

### **About gamescom**

gamescom is the world's largest event for computer and video games and Europe's largest business platform for the games industry. Hundreds of thousands of visitors from hundreds of countries celebrate the latest games live at the event in Cologne. They are joined by millions of fans across the globe on digital channels. With the business area, the entertainment area, the developer conference devcom, the gamescom congress and the gamescom city festival, gamescom covers games culture in all its diversity. In 2019, gamescom opens its doors to trade visitors on Tuesday, 20 August 2019, and to members of the public on Wednesday, 21 August 2019. gamescom is jointly organised by Koelnmesse and game - the Association of the German Games Industry.

**Koelnmesse - Global Competence in Digital Media, Entertainment and Mobility:** Koelnmesse is an international leader in organising trade fairs in the Digital Media, Entertainment and Mobility segments. Trade fairs like photokina, DMEXCO, gamescom, INTERMOT and THE TIRE COLOGNE are established as leading international trade fairs. Koelnmesse not only organises trade fairs in these areas in Cologne, but also in other growth markets like, for example, China, Singapore and Thailand, which have different areas of focus and content. These global activities offer customers of Koelnmesse tailor-made events in different markets, which guarantee sustainable and international business.

### **The next events:**

CCXP Cologne - Comic Con Experience, Cologne 27.06. - 30.06.2019

gamescom - The world's largest trade fair and event highlight for interactive games and entertainment (with trade visitor and media day), Cologne 20.08. - 24.08.2019

DMEXCO, Cologne 11.09. - 12.09.2019

### **Note for editorial offices:**

gamescom photos are available in our image database on the Internet at [www.gamescom.global/Imagedatabase](http://www.gamescom.global/Imagedatabase)

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Press information is available at: [www.gamescom.global/Pressinformation](http://www.gamescom.global/Pressinformation)

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