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## gamescom to launch Asian edition in Singapore in 2020

**gamescom, the world's largest event for computer and video games, will make its Asian debut in Singapore from 15 to 18 October 2020. Dubbed gamescom asia, the new event is an expansion into one of the fastest growing gaming markets in the world.**

gamescom asia aims to serve as the premier platform for Asian game developers to explore partnerships globally, and act as a hub for international publishers who are looking for the next big thing in games. New releases and gaming related offerings will also be showcased. With the business area, the entertainment area and the industry gaming conference, gamescom asia covers the entire diversity of the games culture. The event comprises a two-day industry gaming conference and a three-day trade and public exhibition, which includes eSports events, showcase of emerging technologies in video games, gaming workshops, meet-and-greet sessions, cosplay theatrics and more.

Highlighting Asia's and Southeast Asia's unique gaming preferences, the event allows stakeholders to harness the region's flourishing and lucrative gaming market. The untapped potential is indisputable, with a recent study by Newzoo suggesting that this region is poised to generate \$4.6 billion in 2019, up 22 percent year-on. This booming market, evident through a vibrant gaming community and expanding ecosystem, are some of the obvious grounds attracting gamescom asia to Singapore.

Mathias Kuepper, Managing Director of Koelnmesse Singapore, expressed: "This is a launch event that we are all looking forward to. The region has been hungry for a Tier One gaming event and we now have all the ingredients to successfully cater to this need. With strong partnerships with GameStart, the Singapore government, and the gaming ecosystem, we are expecting to attract over 30,000 enthusiasts and gaming industry professionals to the inaugural gamescom asia."

Mr Keith Tan, Chief Executive, Singapore Tourism Board, said: "Having gamescom asia in Singapore is testament to our reputation in establishing thought leadership across various fields, including the gaming industry. Apart from adding vibrancy to our events calendar, we aim for gamescom asia to position Singapore as the natural base for regional gaming content and further our ambition potential to be an eSports hub in the region."

"The inaugural gamescom asia comes at an exciting time as we are witnessing strong growth in the Asian games market. This event will offer games companies access to new business opportunities and connect international publishers, developers and professionals with the thriving games market in the region. Industry players can also exchange knowledge, share expertise and showcase their latest games at this premier platform," said Mr Howie Lau, Chief Industry Development Officer, Infocomm Media Development Authority.



gamescom asia  
15 - 18 October 2020  
[www.gamescom.asia](http://www.gamescom.asia)

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“We are happy to announce the partnership between GameStart and gamescom. GameStart will now be handing over the reigns to gamescom asia, and look forward to working closely with Koelnmesse Singapore to build on the current gaming community that GameStart has established over the years. We are extremely excited for what is to come and will be gearing up in full force as consultants for the event, bringing to the community and industry a bigger and more vibrant convention,” said Elicia Lee, Founder of GameStart and gaming marketing firm Eliphant.

“gamescom is a brand with a worldwide reputation that stands for both games as the largest entertainment medium of our time and for outstanding business opportunities. With gamescom asia, we are creating a new event in 2020 for the local games industry and gamers in one of the fastest growing regions of the world. We are happy and excited about the first Asian edition in Singapore next year and thankful for our partners,” added Felix Falk, Managing Director of game.

gamescom is an annual event held in Cologne, Germany since 2009 organized by Koelnmesse and game - the German Games Industry Association. Over a period of 10 years, it has grown to be the largest international games festival and Europe’s leading business platform for the games industry. gamescom asia will harness and benefit from the global gaming network that gamescom has now established.

gamescom asia will be held from 15 - 18 October 2020. For more information on the event, visit [www.gamescom.asia](http://www.gamescom.asia).

### **About gamescom asia**

gamescom asia will be the inaugural Asian edition of gamescom. Over 30,000 visitors regionally will be expected to gather in Singapore. With the business area, the entertainment area and the industry gaming conference, gamescom asia covers the entire diversity of the games culture. In 2020, gamescom asia will open its doors to conference delegates on Thursday 15 October, to all interested trade visitors on Friday, 16 October 2020 and to the public visitors on Saturday and Sunday, 17-18 of October 2020. gamescom asia is organised by Koelnmesse Singapore and supported by game - the German Games Industry Association.

### **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 German Games Industry Association.

## **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, Germany 27.06. - 30.06.2019

gamescom, Cologne, Germany, 20.-24.08.2019

DMEXCO, Cologne, Germany, 11.-12.09.2019

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## **About the Singapore Tourism Board**

The Singapore Tourism Board (STB) is the lead development agency for tourism, one of Singapore's key economic sectors. Together with industry partners and the community, we shape a dynamic Singapore tourism landscape. We bring the Passion Made Possible brand to life by differentiating Singapore as a vibrant destination that inspires people to share and deepen their passions.

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