

No. 9 / April 2020, Cologne  
#gamescom

## gamescom 2020: the largest games event in the world will only take place digitally this year

**nationwide ban on major events until the end of August +++ gamescom will be purely digital in 2020 +++ devcom developer conference also to be held only in digital form +++ established digital formats to be expanded and new ones added +++ reimbursement of tickets and exhibitor payments made to Koelnmesse**

The nationwide ban on major events until 31 August announced yesterday by the German government and states has direct consequences for hosting gamescom 2020 at the Cologne fair grounds. This means that a business or entertainment area in the previous format will not be possible this year. That does not change the fact that gamescom will definitely take place digitally. In addition to established formats such as gamescom: Opening Night Live and gamescom now, we are currently working intensively on the expansion of these offerings and introducing additional modules. In light of yesterday's decision to suspend all major events until the end of August, the devcom developer conference will also be held exclusively in digital form. The first concrete information regarding digital gamescom 2020 will be announced in mid-May. However, the organizers ensure that visitors will receive a refund for already paid tickets and exhibitors will be reimbursed in full for payments made to Koelnmesse. Further information on the handling of ticket and booking refunds will be made available in the coming weeks.

Oliver Frese, Managing Director of Koelnmesse GmbH: "As the organizer, this decision is as painful for us as for the half million gamescom fans who come to Cologne every year to celebrate games together. However, we are looking forward to the digital gamescom 2020 - just like we are looking forward to our trade fairs, which we will be able to hold again in "analogue" form on our exhibition grounds from September onwards".

Felix Falk, Managing Director of game - the association of the German games industry: "Even though we unfortunately will not be able to come together with the games community and industry on site in Cologne this year, we'll still celebrate the latest games with each other digitally at the end of August. That is why we are working at full speed together with our partners on the further development of gamescom: Opening Night Live and gamescom now, and will be presenting new and exciting digital formats. Our goal is clear: this year, gamescom will once again be 'The Heart of Gaming' for millions of fans throughout the world."

### About gamescom

gamescom is the world's largest event for computer and video games and Europe's



gamescom  
25.08. - 29.08.2020  
<http://www.gamescom.global/>

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Oliver Frese  
Herbert Marnier

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

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

largest business platform for the games industry. Hundreds of thousands of visitors from more than a hundred 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. As a result of the worldwide COVID 19 pandemic in 2020, gamescom will start exclusively digitally for all interested trade visitors on Tuesday, 25 August 2020, and for private visitors on Wednesday, 26 August 2020. gamescom is jointly organised by Koelnmesse and game - the German Games Industry Association.

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**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, gamescom asia, 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:**

gamescom - Exclusively digital event!

The largest trade fair and event highlight for interactive games and entertainment, Cologne 25.08. - 29.08.2020

DMEXCO, Cologne 23.09. - 24.09.2020

INTERMOT Cologne - International Motorcycle, Scooter and E-Bike Fair, Cologne 06.10. - 11.10.2020

gamescom asia - Asia's Heart of Gaming, Singapore 15.10. - 18.10.2020

**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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