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#gamescom2022

## gamescom 2022: Around 250 exhibitors already registered

**Around 250 exhibitors already registered as early birds +++ High internationality thanks to large number of country pavilions +++ Almost all slots of gamescom event arena booked +++ Extensive on-site program with cosplay, retro and indie area, family&friends, gamescom campus and large outdoor offering +++ Over 50 companies are represented in merch area**

The interest of games companies to experience the unique festival feeling of gamescom together with their community on site in Cologne is huge. Around 250 companies have already secured their presence for gamescom 2022 at the end of August. The great interest is also reflected in the booked spaces: Despite the shorter lead time, around 80 percent of the space bookings have already been achieved compared to the same time in the record year 2019. Overall, all halls and thus the entire Koelnmesse site will again be used for gamescom 2022. Updates on the registration status will follow in the coming weeks. Participation opportunities for interested companies can be found at [www.gamescom.global/for-partners/join-gamescom](http://www.gamescom.global/for-partners/join-gamescom).

Felix Falk, Managing Director of game - The German Games Industry Association: "After two pandemic years without gamescom on location, we are very pleased about the strong level of participation already confirmed by so many partners at this time. This year there are many additional challenges for exhibitors, however, together we have the clear common goal to make gamescom the global beacon for games once again. The great interest shows how important it was to host gamescom as a digital event during the pandemic and expand it internationally. After two years full of online presentations, gaming companies will finally have direct contact with their community again, creating one-of-a-kind experiences that cannot be replaced by anything else - transported digitally all over the world."

Oliver Frese, Managing Director and COO of Koelnmesse: "The entire gamescom team has been working diligently for months to make gamescom 2022 an unforgettable experience for all participants. That is why we are so happy to receive this strong signal from the industry. It once again confirms the importance of gamescom for the global gaming community. I'm already looking forward to celebrating the start of gamescom 2022 and the many premieres of gamescom: Opening Night Live with the entire community on August 23 in our gamescom event arena on-site in Cologne as well as online in the stream."



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## **gamescom merch area and gamescom event arena in high demand**

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The gamescom merch area and gamescom event arena are also in high demand. Over 50 companies have already registered for the gamescom merch area.

The gamescom event arena will take place for the first time in the new and ultra-modern Hall 1. Almost all event slots are already fully booked. gamescom will open in the event arena with gamescom: Opening Night Live - the big opening show, which will finally be celebrated again together with the community on site and broadcast to millions of fans in over 180 countries. Many other highlights will follow in the days that follow, including Esports tournaments from ESL Gaming.

gamescom is also bringing back its themed areas in 2022! Whether family&friends, cosplay, retro or indie area: They will all be back in the Cologne exhibition halls this year. Thanks to many partners, the indie area will be bigger and more diverse than ever before. And anyone interested in a career in the games industry will find all the information they need at the gamescom campus. There will also be an extensive outdoor offering with additional attractions.

## **A large number of confirmed country pavilions**

The strong international interest in gamescom can also be seen in the many country pavilions that have already been confirmed. The respective stands show the collective diversity of the global games industry and also feature the offerings of the presenting countries all in one place. Some of the countries that have booked stands include Australia, the partner country of gamescom 2022, as well as Belgium, Brazil, Colombia, the Czech Republic, France, Great Britain, Indonesia, Japan, the Netherlands, Poland, Romania, Switzerland, Spain, South Korea, and the US.

## **About gamescom**

gamescom is the world's largest event for computer and video games and Europe's largest business platform for the games industry. 2022 gamescom will take place in Cologne and online from Wednesday, 23. August to Sunday, 28. August. gamescom 2022's official partner country is Australia. gamescom is jointly organized by Koelnmesse and game - Verband der deutschen Games-Branche e.V..

**Koelnmesse - industry trade fairs for the gaming sector:** Koelnmesse is an international leader in organising trade fairs in the gaming and entertainment segments. Hosted at the trade fair grounds in Cologne/Germany, gamescom is the world's largest event for computer and video games and Europe's largest business platform for the games industry. gamescom brings together passionate gamers, trade visitors and exhibitors from across the world with a highly effective approach - in person at the venue and digitally from anywhere in the world. This makes gamescom the premier B2C, B2B and B2G gaming event. In addition to the event at its Cologne headquarters, Koelnmesse is strategically expanding its portfolio internationally: In Singapore, gamescom asia provides an additional powerful industry platform for the rapidly growing Asia-Pacific games market, bringing together the full spectrum of supply and demand.

Further information: <https://www.gamescom.global/the-gamescom/industry-trade->

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