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#gamescom #gamescom24

## Overwhelming demand: gamescom 2024 sets new early bird record

**66 percent more space and 28 percent more companies registered than at the end of the early bird phase for 2023 +++ Records from 2019 also broken +++ Registrations from 42 countries +++ Numerous country pavilions already confirmed**

With the end of the early bird phase, gamescom 2024 is off to an outstanding start and has set a new milestone. Never have so many companies registered up to this point. The number of companies registered so far, and the amount of exhibition space booked not only significantly exceed the figures for 2023, but also break the records set in 2019.

Compared to the previous year, gamescom 2024 recorded a 28 percent increase in the number of registered companies and a 66 percent increase in booked exhibition space. Compared to 2019, there was also a 21 percent increase in the number of exhibitors and a 10 percent increase in exhibition space. Companies come from 42 countries. Numerous country pavilions have also been confirmed, including Australia, Belgium, Bulgaria, Canada, Chile, Colombia, Denmark, France, Greece, Malta, the Netherlands, Peru, Poland, Serbia, Spain, Switzerland, South Korea, Turkey, the United Kingdom and the United States.

Oliver Frese, COO of Koelnmesse: “The overwhelming booking rate at this early stage is impressive proof once again of the great interest in gamescom and its essential importance for the industry. We would like to thank all exhibitors who have made it possible to plan a successful gamescom 2024 so early on. The positive response motivates us even more to further develop gamescom and to create new impulses and experiences for exhibitors and visitors.”

Felix Falk, Managing Director of game - The German Games Industry Association: “Internationally, games companies have been under great pressure for months, as the current wave of consolidation shows. This makes the positive signal sent by the early booking phase of gamescom all the stronger. The significant increase not only impressively demonstrates the relevance of gamescom for the global games industry, but also that companies are once again expecting a more positive development in the future. We are working hard to ensure that gamescom 2024 can make an important contribution to this.”

Exhibitors at gamescom 2024 will be announced at a later date. Interested companies can find all information on participation opportunities at gamescom 2024



gamescom  
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www.gamescom.global

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Cologne  
District Court Cologne, HRB 952

at <https://b2b.gamescom.global/for-partners/join-gamescom/>.

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More good news for all gamescom fans: the gamescom 2024 ticket shop will open at the end of March.

Information about the devcom Developer Conference #ddc24 is available at <https://www.devcom.global/>.

#### **About gamescom:**

gamescom is the world's largest event for computer and video games and Europe's largest business platform for the games industry. In 2024, gamescom will take place in Cologne and online from Tuesday, August 20th, to Sunday, August 25th. 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, comprehensively combining supply and demand. Koelnmesse Brasil is a subsidiary of Koelnmesse GmbH in São Paulo, dedicated to promoting and organising world-class trade fairs and events in Brazil. The mission is to bring global innovation, knowledge and business opportunities to various industries.

#### **Further information:**

<https://www.gamescom.global>

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

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