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President and Chief Executive Officer Gerald Böse opened gamescom asia in Singapore

"Back in the game" now also in Asia

Strong participation of political representatives and continued support by the Tourism Board

A spirit of optimism is in the air. "We are back in the game" was how Alvin Tan, Singapore's Minister of State for Culture and Trade, summed it up at the start of gamescom asia (20 to 22 October 2022). Addressing several hundred representatives of the games industry, he linked this with the goal "to become the leading region for e-games and e-sports". This is entirely in line with the objectives of Koelnmesse President and Chief Executive Officer Gerald Böse, who opened the event at the Suntec Convention and Exhibition Centre in Singapore. Visibly delighted with the successful re-start now also underway in Asia, he said "gamescom asia is the flagship event for the industry in Southeast Asia, and Singapore's trade fair business is once again bursting with energy. We intend to seize the opportunity provided by this central hub and expand our events at full speed."

Not only will political backing help ensure the success of this endeavour. The influential Singapore Tourism Board (STB) has also pledged its support for the next three years. Right on the opening stage, STB CEO Keith Tan signed a corresponding "Memorandum of Understanding" with Koelnmesse. "This gives Koelnmesse and the entire sector a sustainable perspective as we go to Asia together", Böse said. He now sees, "the best opportunities to leverage the enormous potential of the event with local partners." Among them is the Singapore Games Association, as well as The German Games Industry Association "game" as a partner of gamescom in Cologne.

Nearly 90 exhibitors from 23 countries, almost two-thirds of which are international companies, are present in Singapore. Unlike the trade fair in Cologne, gamescom asia is still largely focused on business exchanges as a trade fair with a high-profile accompanying conference. It is online from 19 to 23 October 2022, and will also offer fans and the games community worldwide an Entertainment Zone with game previews and trial versions. Böse: "Based on what we have achieved in Cologne, we see a clear opportunity here to work with the Tourism Board to transport the topic from the exhibition halls to the public and to inspire not only business participants but also a broad array of fans. This August, gamescom clearly showed games to be an integral part of pop culture, with the best connections to e-sports, music, film and lifestyle products to name a few."

Photos from gamescom asia can be found under the following link: <https://t1p.de/u0yp8>

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Henriette Reker

Headquarters and place of

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Cologne

District Court Cologne, HRB 952

Koelnmesse - 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:

www.gamescom.de

www.gamescom.asia

About Koelnmesse:

Koelnmesse employs around 1000 people. As a city trade fair in the heart of Europe, it occupies the third largest trade fair grounds in Germany and, with almost 400,000 m² of hall and outdoor space, is among the top ten largest trade fair grounds in the world. Each year, Koelnmesse organises and manages around 80 trade fairs, guest events and special events in Cologne and in the most important markets all over the world. Its portfolio reaches over 54,500 exhibiting companies from 122 countries and around three million visitors from more than 200 nations. Until 2034, Koelnmesse is investing more than 700 million euro in the development of the trade fair grounds into the most extensive investment programme in its history, to allow it to cover all event formats in the future.

Photo material for Koelnmesse:

<https://www.koelnmesse.com/news/image-database/image-database.php>

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