

No. 16 / Cologne, 29.11.2023

## **Koelnmesse further expands its successful international business and brings gamescom 2024 to Brazil**

**Premiere in South America: The largest gaming event in the world will be stopping off in São Paulo from 26 to 30 June 2024  
Koelnmesse on course for international growth: After Cologne and Singapore, Brazil is now the third destination for the successful format**

**Brazil was the partner country of gamescom 2023 in Cologne. A high-ranking delegation from the state and city of São Paulo used the opportunity to promote the strongest economic region in South America with its own gamescom in the business metropolis. In addition to the successful concept in Cologne and gamescom asia in Singapore, there will now be another international gamescom, as it will be taking place for the first time at the São Paulo Expo trade fair and congress centre from 26 to 30 June 2024. Within just three intensive months, Koelnmesse developed the concept and entertainment framework for the new gamescom latam together with its close partner and licensor, game - The German Games Industry Association, the established BIG festival, and Omelete Company.**

"Thanks to our subsidiary in São Paulo, we are very familiar with the strengths of the city as a trade fair, media and communications location, especially in the field of computer and video games," says Gerald Böse, CEO of Koelnmesse, explaining the company's long-standing investment in Brazil and South America. "With gamescom latam, the portfolio of our activities will be perfectly complemented by an extremely successful format and the global gamescom brand in terms of content and geography." gamescom latam will use the modern and centrally located São Paulo Expo trade fair and congress centre for its event.

"The international significance of gamescom has grown significantly again, not least in 2023, as seen by the impressive reach and the industry leaders on site. We are convinced that, now more than ever, the games industry needs events that bring the entire ecosystem together. gamescom can be instrumental in this regard with the appeal of its international brand. We are therefore delighted to be organising gamescom latam together with our partners next year and to be able to bring the unique festival feeling of the world's biggest games event to South America," says Felix Falk, Managing Director of game - The German Games Industry Association.

Your contact:

**Dr. Jasmin Fischer**

Tel.

+49 221 821-2494

e-mail

**jasmin.fischer@**

**koelnmesse.de**

Koelnmesse GmbH

Messeplatz 1

50679 Köln

P.O. Box 21 07 60

50532 Köln

Germany

Tel. +49 221 821-0

Fax +49 221 821-2574

[www.koelnmesse.com](http://www.koelnmesse.com)

Executive Board:

Gerald Böse (President and Chief

Executive Officer)

Oliver Frese

Chairwoman of the Supervisory  
Board:

Mayor of the City of Cologne

Henriette Reker

Headquarters and place of

jurisdiction:

Cologne

District Court Cologne, HRB 952

Koelnmesse on course for success in South America

Page

2/3

Koelnmesse has been active in the trade fair, congress and event business in South America for over ten years. It organises Anuga Select Brazil in São Paulo in the food sector as well as FIT 0/16 and Pueri Expo in the children's and youth clothing market. Koelnmesse also has its own subsidiary in the Colombian capital Bogotá, which organises three trade fairs locally. "With our events abroad, we are accompanying our customers to the most important growth markets worldwide," says Böse. "Organising a foreign trade fair for one of the leading trade fair themes in Cologne is by no means a rivalry, but rather supplements and safeguards our portfolio worldwide."

The share of international business in Koelnmesse's turnover is in the double-digit range and has been growing steadily for years. Not only established foreign events contribute to this, but also numerous international premieres. In just a few days, the International Hardware Fair India (2-4 December 2023) will celebrate its debut - as a satellite event of the successful EISENWARENMESSE - International Hardware Fair. In May 2023, the premiere of the International Hardware Fair Italy took place in Bergamo, Italy, with visitors from 30 nations. In addition to other premieres in Asia, such as Kind + Jugend ASEAN in April 2023 and didacta asia

(16-18 October 2024), the trade fair company will also be focusing on Japan.

ORGATEC TOKYO made its debut in April 2022 and the premiere of ISM Japan in April 2023 attracted more than 53,000 visitors.

"We are continuously expanding our international business," explains Böse. "It is particularly important to us to provide our customers with the best possible comprehensive and global support."

At its home base in Cologne, Koelnmesse is also a strong attraction for international companies, especially those from Brazil. The number of Brazilian exhibitors and visitors is growing steadily. In 2023 Koelnmesse already welcomed numerous Brazilian exhibitors with over 4,000 square metres of exhibition space and well over 2,000 visitors. Cologne's gamescom is already in demand among customers from Brazil and, in future, they will also receive an adequate range of trade fairs in South America.

gamescom goes global

"At today's analogue and digital launch of gamescom latam together with our partners, supporters and the Governor of the State of São Paulo, Tarcisio de Freitas, we are in an excellent position, highly motivated and look forward to the new gamescom latam in 2024 with tremendous joy and anticipation," emphasises Koelnmesse CEO Böse. "Following gamescom asia in Singapore, this is the next important step in the globalisation of the brand as well as the event format. In short: gamescom goes global."

Photos of the gamescom latam launch event can be found here:

Page  
3/3

[https://koelnmesse.omn5.com/showLinkedImages.jsp?keywordPath=/ISY3/Abteilungen/Presse\\_Mitteilungen/20231129\\_gamescom\\_latam&cms=neu](https://koelnmesse.omn5.com/showLinkedImages.jsp?keywordPath=/ISY3/Abteilungen/Presse_Mitteilungen/20231129_gamescom_latam&cms=neu)

**About Koelnmesse:**

Koelnmesse employs around 1,000 people. The city-centre trade fair at the heart of Europe occupies the third largest trade fair grounds in Germany and, spanning almost 400,000 square metres of hall and outdoor space, it numbers among the top ten worldwide. Each year, Koelnmesse organises and manages around 80 trade fairs, guest events and corporate events in Cologne and in the most important markets around the world. Its portfolio attracts over 54,000 exhibiting companies from 122 countries and approximately three million visitors from more than 200 nations.

**Photo material for media representatives:**

[Image database | Koelnmesse](#)

**Follow our English social media channel:**

<https://www.linkedin.com/company/koelnmesse-gmbh>