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gamescom remains as the worldwide largest games event in Cologne and will be further expanded

- **Koelnmesse and game association further expand successful cooperation with new contract**
- **Stronger support from the state of North Rhine-Westphalia and the city of Cologne**
- **Last year 335,000 visitors in Cologne and over 500 million viewers online**

gamescom, the world's largest and leading event for computer and video games, will remain in Cologne. This was announced today by Koelnmesse and game - The German Games Industry Association. The new contract was signed in the presence of Henriette Reker, Mayor of Cologne, and Nathanael Liminski, Minister for Federal and European Affairs, International Affairs and Media of the State of North Rhine-Westphalia and Head of the State Chancellery.

“Cologne and gamescom are the perfect match - a partnership that has proven to be a success story year after year,” says Gerald Böse, CEO of Koelnmesse. “Together, we have made gamescom the world's largest and most relevant games event while continuously setting new records. The long-term contract extension is an expression of this successful cooperation. It gives us the opportunity to further expand gamescom in Cologne together with the satellite events gamescom asia and gamescom latam as well as devcom and gamescom LAN - and to make it a festival for a wide variety of pop cultures around the world.”

Lars Janssen, Chairman of the Executive Board of game - The German Games Industry Association: “As a global beacon of games culture, gamescom has been setting standards for many years. We want to continue this success story with Koelnmesse in Cologne. gamescom will remain as dynamic, innovative and fast-growing as the games market. To this end, we have agreed, among other things, to further strengthen the diverse gamescom formats worldwide and to invest in the brand and international reach. We are grateful to have such a good partner for the future in Koelnmesse.

Ralf Wirsing, Executive Board member of game - The German Games Industry Association: “Our thanks go to our partner Koelnmesse and also to the city of Cologne and the state of North Rhine-Westphalia, who have shown great commitment to gamescom and will make an even greater contribution in the coming years to ensure that the heart of the games world beats in Cologne every August with gamescom.”

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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

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

Since its premiere in Cologne in 2009, gamescom has developed into the world's largest event for computer and video games. Last year, it broke records again, underlining its central role for the international games industry and its growing economic relevance for the location.

In 2024, gamescom counted 1,462 exhibiting companies from 64 countries - a new record. The event attracted a total of 335,000 people from 120 countries, including around 32,000 trade visitors. In comparison: at the first gamescom in Cologne in 2009, there were 450 exhibitors from 31 countries and 228,000 visitors, including 17,000 trade visitors.

The consistent further development of content and the increasing digital reach are the driving factors behind gamescom's continued growth. The number of people who followed gamescom 2024 online also reached a new record last year with over 500 million video views. In addition, the organizers have further expanded gamescom's global presence with the satellite events gamescom asia and gamescom latam.

Important support from NRW and Cologne

A decisive factor in gamescom's success is the close cooperation with the City of Cologne and the State of North Rhine-Westphalia. As part of the contract extension, both parties have pledged their support and extended funding measures for the future. Cologne and North Rhine-Westphalia have already provided significant support for gamescom in previous years - including through measures to increase visibility in the city and around the gamescom city festival, which brings gaming culture to urban areas.

The city and state also make an important contribution to the event itself, for example by investing in formats such as the gamescom congress, Europe's leading conference on the potential of games, or the gamescom invest circle, a matchmaking event for investors and games studios.

Mayor Henriette Reker: "Cologne is the home of gamescom and will remain so. This is good news, because gamescom is an important economic factor for our city and the state of North Rhine-Westphalia. It strengthens the local economy through the hundreds of thousands of people who travel to Cologne from all over the world every year, creates jobs and consolidates Cologne's role as one of Europe's leading industry locations. But I am sure that gamescom will also continue to benefit from Cologne as a creative media metropolis."

"gamescom is making a long-term commitment to Cologne. This is a special distinction for Cologne and North Rhine-Westphalia as a games location," explains Nathanael Liminski, Minister for Federal and European Affairs, International Affairs and Media of the State of North Rhine-Westphalia and Head of the State Chancellery, who is responsible for games. "The state is a strong partner behind gamescom - an international flagship, economically, culturally and technologically. I would like to thank Koelnmesse and the games association for their comprehensive commitment here at the venue and for the good cooperation. The state government will continue

to provide gamescom with intensive support in the future to expand its special position as the world's largest event for video games. Together, we are setting the tone for games as a driver of innovation and a cultural factor. We want to help shape the megatrend of gamification worldwide from Cologne and North Rhine-Westphalia.”

Press photos: Pictures of gamescom and the press event can be found [here](#).

About Koelnmesse:

Koelnmesse employs around 1,100 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 43,100 exhibiting companies from 125 countries and approximately two million visitors from more than 200 nations. Until 2040, Koelnmesse is investing more than one billion euro in the development of the trade fair grounds with the most extensive investment programme in its history, to allow it to cover all event formats in the future. Koelnmesse has celebrated its 100th anniversary in 2024. 100 years in which Koelnmesse has brought people and markets together worldwide. 100 years in which it has reinvented itself time and again with a visionary passion for the future: [Koelnmesse History | Koelnmesse](#)

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