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Koelnmesse celebrates the success of its international growth strategy in Brazil

- **Successful internationalisation: gamescom latam in São Paulo stands as a beacon for Koelnmesse's globalisation strategy**
- **Joint press conference: Cologne's Lord Mayor Henriette Reker and Koelnmesse COO Oliver Frese emphasise growth potential**
- **Hub for Mercosur countries: Brazil's importance for Koelnmesse and for the German and European economy is growing**
- **Locally rooted: Koelnmesse has maintained a presence in Brazil for 60 years and has had its own subsidiary in São Paulo for ten years**

The second edition of gamescom latam, taking place in São Paulo from 30 April to 4 May 2025, is expected to attract a record number of visitors from Latin America and around the world. Among them this year are Cologne's Lord Mayor and Chair of Koelnmesse's Supervisory Board, Henriette Reker, and Koelnmesse COO Oliver Frese. Their visit coincides with the joint opening of the event and reflects the growing significance of Brazil and the wider Mercosur region for Koelnmesse.

As part of her trip, Mayor Reker will also visit Cologne's twin city, Rio de Janeiro. "At a time when trade barriers are rising and partnerships are being questioned, we need strong, growth-oriented allies like Brazil and the Mercosur countries more than ever," says Reker. "Cologne's city partnership with Rio de Janeiro is a vital bridge for trade and civic dialogue with Latin America's largest country." Amid mounting global trade tensions, there is increasing pressure from German policymakers to implement the long-negotiated Mercosur free trade agreement between the EU and the South American states of Brazil, Argentina, Paraguay, and Uruguay.

Koelnmesse's business in Brazil has recently thrived, not least due to the successful launch of gamescom latam in 2024 – a spin-off of the world's largest gaming event, gamescom in Cologne. Having established its own subsidiary in Brazil in 2014, Koelnmesse also organises three other major trade fairs in the country: the food industry show Anuga Select Brazil and the dual trade fair for children's products and clothing, FIT 0/16 and Pueri Expo.

"Our growth story in and with Brazil and the Mercosur region continues at pace," says Koelnmesse COO Oliver Frese. "All the trade fairs we host locally, some for many years now, continue to grow and strengthen Koelnmesse's position in Latin America."

gamescom latam attracted more than 100,000 visitors at its premiere in 2024 – a record for any international debut in Koelnmesse's history. The second edition this

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Executive Officer)

Oliver Frese

Chairwoman of the Supervisory
Board:

Mayor of the City of Cologne
Henriette Reker

Headquarters and place of
jurisdiction:

Cologne

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year will see an expansion in exhibition space and another increase in visitor numbers is anticipated.

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The event's impact extends far beyond Brazil. The powerful gamescom brand (owned by the German games industry association game) is deeply embedded across the South American gaming community. Koelnmesse's internationalisation strategy and its satellite events abroad also positively impact Cologne as a trade fair hub. Brazilian exhibitors and visitors, for example, are traditionally well represented at Cologne's food industry fairs (Anuga, ISM). At Anuga 2023, Brazilian exhibitors generated over six billion US dollars in food product sales. Brazilian participation is also growing in other sectors, such as dentistry (IDS) and home & garden (e.g., spoga+gafa).

Beni Piatetzky, Managing Director of Koelnmesse's Brazilian subsidiary, Koelnmesse Organização de Feiras Ltda, highlights the role of gamescom latam in the gaming industry: "The Latin American market is booming. There are now more gamers here than in the US and Canada combined. gamescom is playing a central role in expanding Koelnmesse's presence in Brazil. Thanks to the strength of the gamescom brand and the market knowledge of Koelnmesse, the game association, and our Brazilian partners Big Festival and Omelete, we've successfully brought together companies, government bodies, and private organisations under one roof – laying the foundation for sustained growth. Even its debut event cemented gamescom latam's key role in the entire Latin American games industry."

Koelnmesse supports exhibitors worldwide in opening up important target markets by offering regional editions of its leading Cologne-based trade fairs. Berkley Egenes, Chief Marketing & Growth Officer at Xsolla, a global payment solutions provider in the gaming sector, affirms: "gamescom events around the world are a key part of Xsolla's global strategy. They offer invaluable opportunities to engage with developers, showcase our solutions, and build partnerships. Each event helps us address regional challenges, drive monetisation, and promote growth across various gaming markets."

"We're truly delighted with this development. It demonstrates how important it was for us, as a globally oriented trade fair organiser, to focus more on Brazil – the largest economy in South America," says Oliver Frese. "It's now been ten years since our subsidiary in São Paulo began operating as a local trade fair organiser." Entering the highly competitive Brazilian trade fair market wasn't easy, especially as the pandemic halted progress for almost two years. All the more gratifying, then, that all four of Koelnmesse's events in Brazil are now on a sustainable growth trajectory.

Press images: Pictures of gamescom latam 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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