

No. 1 / 11 April 2022, Singapore

gamescom asia returns in 2022 with much-awaited physical Entertainment Zone for public

- *Applications for exhibitors open at early bird rates.*
- *Fans and the public will finally get to experience the consumer exhibition and demo games in-person this October.*
- *PRIMETIME and STUDIO shows return as online live shows to serve global audience.*
- *Trade visitors and media get to meet face-to-face in the Trade Zone and Entertainment Zone ahead of public opening.*
- *Industry experts from AAA publishers to Indie developers will take the stage in Singapore for Trade Conference; other activities planned.*

Singapore, 11 April 2022 – gamescom asia 2022 is back from 20 - 23 October 2022 after its prelude debut in 2021, continuing the successful hybrid model with a larger-scaled physical Trade Zone, Conference, and a physical Entertainment Zone for the first time. Online segments will still be made available to serve a worldwide audience.

“It is the year for gaming events as gamescom and gamescom asia restart their physical formats, once again welcoming visitors to the show floor. We are very excited to bring back a festival atmosphere, of course within safe and calculated measures as we are not yet out of the pandemic, but overall, the enthusiasm has been evident amongst the community and industry,” said Mathias Kuepper, Managing Director of Koelnmesse Singapore, the organisers of gamescom asia.

gamescom asia is the only satellite event of the world’s largest computer and video games festival, gamescom, serving as a platform for, and stepping stone into, the Asia-Pacific market and reaching a culturally diverse Southeast Asian audience. The event expects to attract 15,000 total visitors and over 100 exhibitors from Asia Pacific and beyond.

Entertainment Zone

Gamers, fans, and the public will finally get to experience the consumer exhibition and demo games in-person this October at gamescom asia’s Entertainment Zone. The scale of activities such as live shows, meet & greets with creators as well as cosplay contests are in the works, depending on the prevailing local COVID-19 event guidelines.

Mainstay highlight shows PRIMETIME and STUDIO will return in the form of free online live shows broadcast on several channels to keep the global audience entertained. In particular, PRIMETIME will be held on 19 October as a pre-event online teaser ahead of the main event days from 20 to 23 October 2022.



gamescom asia
20 - 23 October 2022
www.gamescom.asia

Your contact:

Lena Ng

Tel.

+65 6500 6713

E-mail

lena.ng

@koelnmesse.com.sg

Koelnmesse Pte Ltd
152 Beach Road
#25-05 Gateway East
Singapore 189721
Tel. +65 6500 6700
info@koelnmesse.com.sg
www.koelnmesse.com.sg



Companies interested in valuable and direct engagement with the Asian market can choose to roll forward their announcements, previews, holiday releases or game updates at gamescom asia and book their participation at gamescom.asia/for-exhibitors/apply.

Trade Zone and Conference

gamescom asia's Trade Zone will accept a bigger international turnout as travel restrictions to Singapore have eased significantly. Trade visitors and conference delegates can expect to see a mix of country pavilions - from AAA to indies - representation from all levels of the industry, attend exhibitor talks and talent drives, arrange face-to-face business meetings, and try out the Entertainment Zone ahead of the opening to public visitors.

On the conference end, this year's agenda covers a diverse set of topics ranging from game development across platforms, to marketing, production management, emerging technologies, and more. There will also be a face-to-face speed dating pitch activity between developers, publishers, and investors.

gamescom asia will continue to provide a virtual platform for all trade delegates to stay closely connected and maintain a broadened, borderless network. Delegates will be able to set up their meetings leading up to the event and watch content on-demand post-gamescom asia.

The relaxation of COVID-19 safe management measures last month also means Singapore has reopened its borders quarantine-free from 1 April to all fully vaccinated travellers, no longer requiring designated travel lanes with selected countries. With the easing of event and entertainment measures to allow for live performances and the organising of social functions alongside the event, gamescom asia expects to see an influx of visitors from around the world convene in Singapore this 20 - 23 October 2022.

Applications to exhibit in both Trade and Entertainment Zone are already open. Interested companies can download the necessary documents [here](#). Early bird booth rates are available until 13 May. Conference registration and public visitor ticket details will be announced in coming months.

Available images and current gamescom asia 2022 schedule can be found in the digital press kit [here](#).

For more information, visit gamescom.asia or follow gamescom asia on [Facebook](#), [Instagram](#), [Twitter](#), [YouTube](#), [Discord](#), [TikTok](#), and [LinkedIn](#).

About gamescom asia

gamescom asia aims to serve as the premier platform for Asian game developers to explore partnerships globally, and act as a hub for international publishers who are looking for the next big thing in games. New releases and gaming-related offerings will also be showcased. With the business area, the entertainment area, and the industry gaming conference, gamescom asia covers the entire diversity of the games culture. gamescom asia is organised by Koelnmesse Singapore and supported by game - the German Games Industry Association.

gamescom asia 2022 will be held from 20 - 23 October 2022 in Singapore at the Suntec Convention & Exhibition Centre as well as online. For more information on the event, visit gamescom.asia.

About gamescom

gamescom is the world's largest event for computer and video games and Europe's largest business platform for the games industry. 2022 gamescom will take place in Cologne and online from Wednesday, 24. August to Sunday, 28. August. gamescom is jointly organised by Koelnmesse and game - the German Games Industry Association. For more information, please visit gamescom.global.

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, bringing together the full spectrum of supply and demand.

Further information: <https://gamescom.asia/about/more/industry-sectors>

The next events:

gamescom, Cologne, Germany, 24.-28.08.2022

gamescom asia, Singapore, 20.-23.10.2022

If you have published this document, please send us a link to the article.

Your contact:

Lena Ng

Marketing & Media Relations

Koelnmesse Pte Ltd

152 Beach Road, #25-05 Gateway East

Singapore 189721

Tel +65 6500 6713

lena.ng@koelnmesse.com.sg

www.koelnmesse.com.sg