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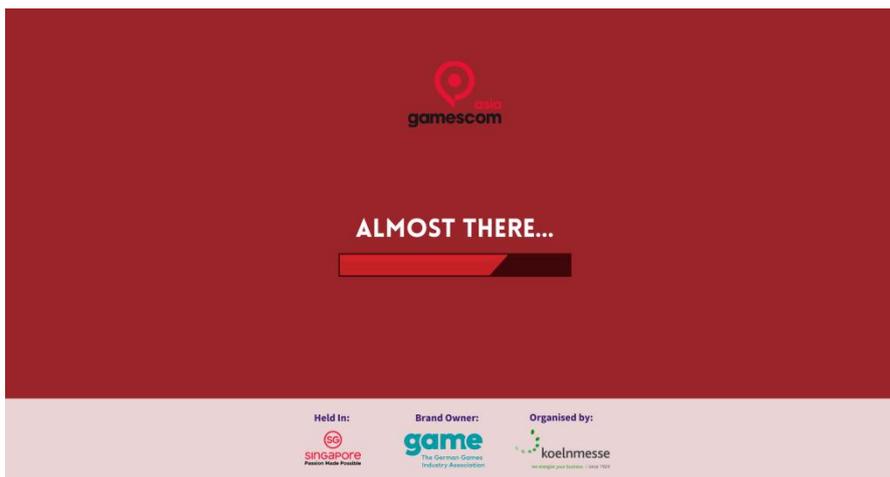
Everything that's Happening at gamescom asia 2021 this Week

- *Over 50 partners and brands - are set to showcase and launch their games and products at gamescom asia 2021*
- *Mr. Alvin Tan, Minister of State, Ministry of Culture, Community and Youth & Ministry of Trade and Industry, will be gracing the event on 15 October 2021*
- *In collaboration with EPIK, gamescom asia 2021 is releasing a range of limited edition NFTs to commemorate the inaugural event*



gamescom asia
14 - 17 October 2021
www.gamescom.asia

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Singapore, 13 October 2021 – Starting from 14 October 2021, gamescom asia, the first Asian satellite event of the world's largest computer and video games festival, gamescom, will kick off its hybrid event in Singapore. Split between the Trade and Entertainment Zones, the event is set to take place both digitally and physically, allowing global fans to experience a jam-packed programme featuring Asia's best gaming developers and publishers unleashing their latest products and games. **Mr. Alvin Tan**, Minister of State, Ministry of Culture, Community and Youth & Ministry of Trade and Industry, will be giving an opening address at the Mobile Gaming Summit on 15 October 2021.

gamescom asia 2021's Trade Zone gathers the gaming industry in-person (and online) after 2 years through a hybrid conference and exhibition from 14-16 October 2021. Held live from Singapore's Suntec Convention Centre and also online for overseas speakers beaming in, the conference will be segmented into **Games360**, **Mobile Gaming Summit**, and **UNconference**, featuring panels, keynotes, and technical dialogues on the best of Asia's gaming sector from Riot Games, Take-Two Asia, Cygames, Microsoft Xbox Asia, Nintendo, Bandai Namco

Entertainment Asia, Square Enix, Google Play, and more. In addition, the Trade Zone features a physical and onsite expo including the Singapore Pavilion, ample opportunities for business networking, digital lounges for the industry to connect on common topics, and a roundtable on women in gaming.

“We’re excited to finally launch the gamescom brand to the Asian market with gamescom asia 2021. We could have waited for 2022 to kick things off but the industry was craving for a place for interaction this year, and we wanted to provide gamers a glimpse of what the region had in store for them in the near future.” shared Mathias Kuepper, Managing Director of Koelnmesse Singapore, the organisers of gamescom asia.

“For those who can make it to Suntec on 14-15 October for the event in Singapore, we are creating an extremely safe environment for in-person business interaction. All attendees will go through a non-invasive and highly accurate test before entering the event, which is a first for any event in Singapore. gamescom asia is proud to lead the way as a demo event and to help pave the path for other events to open in a safe manner in the very near future.” he added.

Attendees who attend in person will be rewarded with limited edition gamescom asia NFTs, the first of more to come. gamescom asia is “still loading” for a much bigger launch next year but in the meantime, the organisers have put together an amazing programme and stage for the business community. For those residing out of Singapore, an engaging virtual platform has also been created for attendees to seamlessly connect with each other, online and/or onsite.

Officially kickstarting gamescom asia 2021’s Entertainment Zone on 15 October 2021 will be the most anticipated session of all, PRIMETIME. Hosted by Victoria Cheng (akaChubbyNinja), this 1-hour live show will premiere new games and trailers from around the world. Viewers can catch this on gamescom asia’s [live site](#), YouTube, TikTok, Facebook, Discord, Twitch, or co-watch it with their favourite streamers. The Entertainment Zone will also be available in Thai and Bahasa Indonesia, for gamescom asia’s regional fans to enjoy these sessions easily.

Powered by AMD, gamescom asia 2021’s STUDIO will bring gaming fans from all across the globe with the latest and greatest line-up of launches and discussions in the comfort of their homes. Prominent brands including AMD, TikTok, Electronic Arts, Hooded Horse Inc, Earthshine, Secret 6, Lentera Nusantara, will be presenting an exciting line-up of shows to engage with their fans with the latest game launches, reviews and exciting sessions. In addition to this, Singapore Games Association will be presenting the Singapore Pavillion Showcase on 16 October 2021, presenting Singapore’s homegrown gaming companies like Cargo Studio, Leoful, and Ysbryd Games.

Catch gamescom asia’s special edition of Mobile Minutes before the start of each day to keep track of the latest global and regional gaming news. Viewers can keep an eye out for the following segments that will be happening on 16 and 17 October 2021:

- **AMD X Acer Streamer Challenge:** *Interviews with Gema Show (PH), SirCloud (MY), MaggieKarp (PH), Dossier Channel (TH) and Rip113 (VN) on the games & challenges they'll be facing*
- **AMD X HP Streamer Challenge:** *Interviews with FrozenKiss (TH), MickiePP (TH), Sherlin Tsu (IN) and Lutfi Halimawan (IN) on their favourite games*
- **AMD X Dell Streamer Challenge:** *Featuring Team Alienware Casters (TH, VN, PH & IN) playing VALORANT live with lucky fans*
- **Indie STUDIO session:** *Featuring award-winning international indie games*
- **Fireside Chat with Electronic Arts (EA):** *A chat with Liam McClure, Head of Creative Strategy & Player Engagement Asia, EA, on his views about Asia's gaming industry*
- **Ubisoft's Just Dance 2022 sneak peak:** *Get a sneak preview of Just Dance 2022 and watch Mark Kinoshita and Benzo challenge each other. Also, catch a quick recap off Far Cry 6, Rainbow 6, Extraction, Riders Republic and more*
- **TikTok Show:** *Catch conversations with top TikTok Creators from Asia and their journey into the gaming space*
- **Epulze - gamescom asia esports Challenge (CS:GO Tournament):** *A challenge specially held for gamescom asia 2021, where lucky fans will get to play Counter Strike - Global Offensive to win attractive prizes*

For fans who missed out on a particular STUDIO segment, gamescom asia 2021's VAULT will allow audiences to replay and catch all programmes on-demand, even after gamescom asia ends.

[Registration](#) to the Trade Zone & Conference is ongoing till the end of the event! Fans can tune in to gamescom asia 2021's Entertainment Zone for free [here](#).

Available images, list of confirmed partners, and program schedule can be found in the digital press kit [here](#).

Apply to be accredited as either a [media](#) or [content creator](#) to get the latest news from gamescom asia 2021.

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

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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 2021 will be held from 14 - 17 October 2021 in Singapore at the Suntec Convention & Exhibition Centre as well as online. For more information on the event, visit [gamescom.asia](#) or follow gamescom asia on major social media platforms.

About gamescom

gamescom is the world's largest event for computer and video games and Europe's largest business platform for the games industry. gamescom will return in 2022 from August 24 to 28, 2022. 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.

For more information, please visit <https://gamescom.asia/about/more/industry-sectors>

The Next Events:

gamescom asia, Singapore and online, 14.-17.10.2021
gamescom, 24.-28.08.2022