

No. 4 / 14 September 2021, Singapore

Gear Up for Asia's Most Anticipated Gaming Event with gamescom asia 2021

- *Powered by AMD, gamescom asia 2021 will be held in Singapore from 14-17 October through a hybrid event*
- *Fans can expect a fully immersive and digital experience while industry players can join in either physically or virtually for the trade event and conference*
- *AMD, Ubisoft Singapore, Singapore Games Association's Singapore Pavilion and Epik are among the first to announce their participation.*
- *Platform Partners, YouTube and TikTok have been confirmed and will be livestreaming gamescom asia 2021*
- *Epik collaborates with gamescom asia to commemorate the first edition of the event through a limited NFT collection drop*
- *gamescom asia PRIMETIME will kickstart the online consumer programs with the convention's iconic event*

Singapore, 14 September 2021 – gamescom asia, the first Asian satellite event of the world's largest computer and video games festival, gamescom, is set to launch its hybrid event from 14 to 17 October 2021 in Singapore. A prelude to the full-scale convention that is set to take place in 2022, fans and industry players will get to enjoy a whole host of exciting events featuring the latest products and games from developers and publishers.

Divided between the Trade and Entertainment Zones, industry players will be able to participate in the event through a hybrid offering for brands from 14-15 October 2021. Set to be held digitally and physically at Singapore's Suntec Convention Centre, participants will be able to meet and network with visionaries from the Southeast Asian gaming industry. With a focus on game publishing, development and the future growth of the video games sector in Asia and beyond, the Trade Conference will feature prominent [international speakers](#) from Axie Infinity creators Sky Mavis, That's No Moon, Cygames, Square Enix, miHoYo, Zynga and more.

Powered by AMD, the virtual consumer segment will kickstart with **gamescom asia PRIMETIME**, on 15 October 2021, premiering new games and trailers from the region and around the world, while giving fans a sneak preview of what's to come with the all-digital programs under **gamescom asia STUDIO** that will take place from 16-17 October 2021. Streams and the gamescom asia VAULT on-demand will be broadcasted via the event's Entertainment Zone platform as well as YouTube and TikTok, who are this year's main Platform Partners.

"We are thrilled to finally bring gamescom to the shores of Singapore and Asia this October. We have been working hard to deliver to our fans and industry players a



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

Your contact:
Katherine Samson
Account Manager
DIFY Singapore

Tel.
+65 9788 8756

E-mail
katherine@dify.sg



program that is not only quintessentially the core of Asian gaming, but also one that brings the gamescom brand closer to the region. For this hybrid event, we have put together an engaging event for our regional and global audiences and will be announcing more exciting activities in the upcoming weeks,” said Mathias Kuepper, Managing Director of Koelnmesse Singapore, the organisers of gamescom asia.

The event organisers will be working closely with the Singapore Tourism Board to prioritise the health and safety of all event participants. The hybrid event, to be held at Suntec Convention & Exhibition Centre, will adhere to the necessary Safe Management Measures (SMMs).

Sponsors and Brand Collaborations

Prominent brands such as AMD, Ubisoft Singapore, Niko Partners, Singapore Games Association, and Epik will also be taking part in the convention through a variety of programs, events and booths aimed to showcase the latest in gaming technology and products.

AMD, the developer of one of the world’s high-performance computing and visualisation products, will be bringing its AMD Streamer Challenge to gamescom asia 2021. The AMD Streamer Challenge is an online gaming tournament led by popular gamers and streamers in Asia Pacific. Streamers will get a chance to form teams with their fans and compete in a series of online, in-game challenges to secure prizes and bragging rights over other participating teams.

Epik, the producer of the world’s premium digital items which aids brands to license and produce immersive blockchain-powered in-game experiences and NFTs, will be partnering and collaborating with gamescom asia as a platinum sponsor. Commemorating the event’s first edition, audiences will get the chance to bid on a limited collection of NFTs when it drops during the event, giving gamescom asia the chance to reward the gaming community for their continuous love and support.

Knowledge partner, Niko Partners, a market research and intelligence company that analyses the video games markets and consumers in Asia, is conducting a [survey](#) focusing on understanding trends within Asia around payment, monetisation, and access to games. From the industry’s inputs, this report will be distributed to conference attendees for free at gamescom asia.

Singapore Games Association (SGGA), the primary trade association for Singapore’s games and esports industry, will co-host the Singapore Pavilion with gamescom asia. Trade visitors will be able to network with Singapore-based gaming companies, creators, service providers, publishers, and investors at the event.

With an aim to serve as the premier platform for Asian game developers, gamescom asia will act as a hub for international publishers who are looking for the next big thing in games. The event is organised by Koelnmesse Singapore and supported by

game - the Association for the German Games Industry and Singapore Tourism Board.

[Registration](#) to the Trade Zone & Conference is now open! Early bird tickets end on 15 September 2021. Fans can tune in to gamescom asia 2021's Entertainment Zone for free

Available images, list of confirmed partners, and programme 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](#).

– END –

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 - Global Competence in Digital Media, Entertainment and Mobility

Koelnmesse is an international leader in organising trade fairs in the Digital Media, Entertainment and Mobility segments. Trade fairs like photokina, DMEXCO, gamescom, gamescom asia, INTERMOT and THE TIRE COLOGNE are established as leading international trade fairs. Koelnmesse not only organises trade fairs in these areas in Cologne, but also in other growth markets like, for example, China, Singapore and Thailand, which have different areas of focus and content. These

global activities offer customers of Koelnmesse tailor-made events in different markets, which guarantee sustainable and international business.

Page
4/4

The Next Events:

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