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The next gamescom asia Games Market Bootcamp will be a hybrid edition held in Singapore

Singapore Games Market Bootcamp will be held as a hybrid event, in conjunction with the Singapore Media Festival.

gamescom asia's Singapore Games Market Bootcamp will be held as a live, in-person conference on Monday, 30 November, at Suntec Convention & Exhibition Centre and broadcast online at the same time for viewers across the globe. The live segment will be limited to 120 attendees and open only to a Singapore-based audience.

"gamescom asia's Games Market Bootcamp will add even more excitement to the Singapore Media Festival (SMF) ecosystem, further entrenching Singapore as the regional hub for gaming developers, marketers, and strategists to gather, connect, and collaborate. I look forward to working with gamescom asia to grow Singapore's vibrant media and gaming ecosystem, and providing a springboard towards bigger opportunities for gaming creatives in this region," says Mr Howie Lau, Assistant Chief Executive, Media and Innovation, Infocomm Media Development Authority (IMDA).

Since 1 October 2020, the Singapore Tourism Board (STB) has been accepting applications from event organisers and event venues to trial events of up to 250 pax.

Under the local Safe Business Events (SBE) framework, event organisers must implement safe management measures required for the piloting of business events in a safe and controlled manner. These measures span an attendee's entire journey, before, during and after the event.

"That we have been given concession is a positive step for the videogames and events industries in reopening opportunities and stimulating Singapore's recovery. The health and safety of our attendees, vendors and staff are our top priorities and we will adhere strictly to the required regulations for in-person events," adds Mr Mathias Kuepper, Managing Director, Koelnmesse Pte Ltd.

Singapore is the host country of gamescom asia and home to several homegrown game development companies like Garena as well as gaming brands like Razer and Secretlab.

The country may be small but continues to attract an influx of international investments to its shores, including major AAA studios like Riot Games, Bandai Namco, Ubisoft, Wargaming, and most recently, Tencent.

Singapore Games Market Bootcamp, the next episode in gamescom asia's digital miniseries, will explore Singapore's appealing attributes as a regional hub and how local esports have been given a passionate burst of support in recent years. Speakers include the Singapore Games Association (SGGA), Newzoo, Riot Games, Voodoo, goGame, Mighty Bear Games, and more.



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

Your contact:

Lena Ng

Tel.

+65 6500 6700

Fax

+65 6294 8403

E-mail

leng@koelnmesse.com.sg

@koelnmesse.com.sg

Koelnmesse Pte Ltd

152 Beach Road

#25-05 Gateway East

Singapore 189721

Tel. +65 6500 6700

Fax +65 6294 8403

info@koelnmesse.com.sg

www.koelnmesse.com.sg



The event takes place on Monday, 30 November, from 3:00pm to 5:30pm (GMT + 8) and is free to attend both live at Suntec Convention & Exhibition Centre and online virtually.

To RSVP for the live segment, interested attendees, including press, can email info@gamescom.asia. Seats are limited, for a Singapore-based audience only, and higher priority will be given to registrants from the industry. Attendees are also welcome to register and tune in virtually. Registration for the virtual event is open via <https://bit.ly/Bootcamp-SG>.

Koelnmesse Pte Ltd is positive that Singapore will bounce back in no time. We further thank the people of Singapore for their civic responsibility in uniting to keep Singapore COVID-free.

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Download accompanying images here: <http://bit.ly/GA21PressKit>

To view the sessions available, speakers and respective agendas, visit www.gamescom.asia/digital-miniseries/sessions

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. For more information on the event, visit www.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. Due to the global COVID-19 pandemic, gamescom 2020 was held exclusively in digital format from Thursday, August 27, 2020 to Sunday, August 30, 2020. Next year's event, which will have both physical and online elements, will take place from Wednesday, August 25, 2021 to Sunday, August 29, 2021. gamescom is jointly organised by Koelnmesse and game - the German Games Industry Association. For more details, visit www.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.

The next events:

gamescom, Cologne, Germany, 25.-29.08.2021

gamescom asia, Singapore, 14.-17.10.2021

photokina, Cologne, Germany, 18.-21.05.2022

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Your contact:

Lena Ng

Marketing Communications

Koelnmesse Pte Ltd

152 Beach Road

#25-05 Gateway East

Singapore 189721

Tel +65 6500 7095

Fax +65 6296 2771

lena.ng@koelnmesse.com.sg

www.koelnmesse.com.sg