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## gamescom asia 2021's Hybrid Edition Marks a Key Milestone for the MICE and Gaming Industries in Singapore and the Region

- *Over 2000 gaming industry members from 61 countries and regions attended online and offline*
- *More than 2 million views across all channels for gamescom asia's Entertainment Zone*
- *gamescom asia 2021 at the forefront of revitalising Singapore's MICE events as it marks a milestone for the country*

**Singapore, 21 October 2021** – gamescom asia, the region's first satellite event of the world's largest computer and videogames festival, gamescom, successfully wrapped its inaugural event on a high note in Singapore last week. Held from 14 - 17 October 2021 both virtually and physically, across platforms, the first consumer and trade hybrid convention has set the stage for upcoming events in Singapore. The event also featured the GTR (Global Top Round) Accelerator conference and Branded's Gaming Matters as part of its overall offering.

gamescom asia 2021 was graced by Mr Alvin Tan, Minister of State for Ministry for Trade and Industry and Ministry for Culture, Community and Youth. The full speech can be found at [this link](#).

### Strong Programme for Trade Audience

With over 80 speakers this year, gamescom asia's strength in conference featured exciting panels, keynotes, and technical dialogues by regional and global experts from That's No Moon, Riot Games, Take-Two, Cygames, Microsoft Xbox, Secret 6, Bandai Namco, Square Enix, Neon Doctrine, KOEI TECMO, Google Play, Scopely and many more. The 44 sessions covering the breadth of Games and Mobile Gaming have so far been watched over 3,900 times (and counting) live and on demand, showing the global industry's quest for knowledge exchange on the massively underestimated Asian market.

Another highlight of gamescom asia's Trade Zone was the digital and physical expo. The online Trade Zone recorded a high of 41,000 interaction points between attendees, 37 sponsors and exhibitors like TikTok, Snapchat, Google Play, Ubitus, GSC Game World, Nintendo, CareGame and more, over 4,800 booth visits and hundreds of meeting requests by attendees over the week of gamescom asia. The onsite exhibition welcomed some global names exhibiting through their Singapore-based branches like Virtuoso, Epik, The Australian Global Business and Talent Attraction Taskforce, and a buzzing Singapore Pavilion of 11 homegrown companies to give delegates an opportunity to experience games and products first-hand and finally network face to face.

"We're thrilled that gamescom asia 2021 was well received both regionally and internationally. Launching a hybrid event for both industry players and fans in Asia during a pandemic is challenging, but we've managed to pull it off together with the Singapore government and a synergised effort between gamescom asia, Global Top



gamescom asia  
14 - 17 October 2021  
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Round and Gaming Matters. The convention has successfully provided all gaming fans a glimpse of what the region has in store for the future, and we're aiming to be the driver of this big shift to further the development and reach of the Southeast Asian video games industry", said Mathias Kuepper, Managing Director of Koelnmesse Singapore, the organisers of gamescom asia.

"The launch of gamescom asia in Singapore shows that the MICE, gaming and esports industries regard Singapore as a trusted partner and an important gateway to the region during these uncertain times. Such events provide a critical platform to further finetune our safety measures and testbed new innovations, putting us on strong footing for a sustainable recovery as we journey towards a COVID-resilient nation", said Poh Chi Chuan, Executive Director, Exhibitions & Conferences, Singapore Tourism Board.

"As one of Asia's longest running gaming conferences, we were honoured that Gaming Matters was able to partner with gamescom asia to create a win-win for delegates and Singapore", said Jasper Donat, CEO of Branded, the organisers of Gaming Matters.

"Hosting the GTR 2021 Conference, our flagship annual event, with gamescom asia was an amazing experience. We saw many collaboration opportunities between the two organisations and hope to continue and build a long-term relationship with gamescom asia", added Rick Nahm, COO of the GTR Accelerator.

#### **Digital Format for Fans and Active Community Building**

For the avid gaming fan, gamescom asia's Entertainment Zone (powered by AMD) drew live viewers virtually across 6 platforms. Hosted by Victoria Cheng (akaChubbyNinja) and J.Jai Kishan, fans across the globe got to watch the PRIMETIME and STUDIO sessions showcasing game trailers, sneak peeks, award-winning indies, online challenges, and interviews. All in all, some 26 games were shown by ASEAN and international studios and publishers like The Iterative Collective, Hooded Horse, LAI Games, Anantarupa Studios, Skyfeather Games, OKJOY, Art Games Studio, GameTomo, plus show segments by AMD, Ubisoft, Electronic Arts, TikTok, and the Singapore Games Association (SGGA). gamescom asia expects more than 2 million views across all channels in the coming weeks as more international fans catch up and rewatch the Entertainment Zone on the VAULT.

SGGA introduced the Singapore Games Week Virtual Village, propelled 10 of the nation's emerging homegrown gaming companies to the international stage and presented the first Asia Games Awards, recognising the best in Asia's gaming sector. Categories included Excellence in Narrative Design, Audio, Design, Visual Art, Best Gaming Event, Gaming Content Creator, and Esports Athlete.

Being its first year, community building was a big part of gamescom asia 2021. The event launched and livestreamed on the official Discord and TikTok channels, partnering with media like eGG Network and UnGeek and creators to co-stream, holding a fan art contest and NFT giveaways in-stream to encourage gaming fans in the region to actively participate.

With this being the prelude to a fuller scale event in 2022, there's more of gamescom asia to come in the near future.

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For fans who missed out on any of the online shows, gamescom asia 2021's [VAULT](#) will allow audiences to replay and catch all programmes on-demand, even after gamescom asia has ended.

For trade, the virtual platform stays open till 19 January 2022 for all on-demand content and booth visiting. You can still register for trade passes [here](#).

*Available images, list of confirmed partners, programme schedule, daily highlights and participating brand collaterals can be found in the digital press kit [here](#).*

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

#### **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 return from 13 - 16 October 2022 in Singapore. 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, 24 - 28.08.2022  
gamescom asia, 13 - 16.10.2022