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## gamescom asia gets into gear and set to kick off in October 2021 with a hybrid offering

To present audiences with a taste of things to come in 2022, gamescom asia will provide a hybrid event experience in 2021, featuring online shows for fans, a hybrid trade conference, and a virtual networking platform for B2B audiences. Computer and video games fans, enthusiasts, and industry players now have an opportunity to experience and access one of the fastest-growing regions in the world through gamescom asia.

gamescom asia, the first Asian satellite event of the world's largest computer and video games festival, gamescom, will take place in Singapore from 14 to 17 October this year, in a reimagined format.

The event will showcase the following:

- A **hybrid Trade Conference** - Games 360 and Mobile Gaming Summit, that will give attendees from all over the world greater insights in and around Asia, with a line-up of over 100 industry experts.
- A **virtual Trade Zone** for industry professionals to meet, learn, and network through corporate and product presentations, an exhibitor's area, as well as business matchmaking.
- A **virtual Entertainment Zone** for all fans, developers, and publishers with spectacular show segments featuring '**gamescom asia STUDIO**' for the latest game drops, demos, indies, interviews, and more. This will kickstart with '**gamescom asia PRIMETIME**', an extension of the STUDIO which includes premieres, trailers and will highlight what is to come on the weekend.

The largely digital structure means that all stakeholders can participate safely from anywhere in the world. The new format also meets the event's partners strong need for planning security and reliability as many are unable to participate in physical events this year.

The hybrid Trade Conference will have both live-stage and live-stream sessions broadcast simultaneously. A robust agenda is planned with talks available on-demand to accommodate all time zones. For the time being, the in-person segment will only be for industry professionals based in Singapore. Should restrictions ease and new measures be set in place, there could be a possibility of trade attendees coming in from other countries.

Within the virtual Trade Zone, companies can look forward to a broad digital B2B offering through a variety of talk sessions, interactive match-making capabilities, a digital exhibitor's area, networking, and improved data-driven lead generation.

The virtual Entertainment Zone will also allow millions of fans from Southeast Asia and around the world to tune in to gamescom asia 2021. gamescom asia will be working with media, content creators, platforms, and hosting watch parties to



gamescom asia  
14 - 17 October 2021  
[www.gamescom.asia](http://www.gamescom.asia)

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ensure high viewership. The Entertainment Zone will be available on major streaming platforms with co-streaming also available.

“To say that the past year has been a rollercoaster is an understatement. The team has been putting all our energies into making gamescom asia possible. This decision provides clarity for all stakeholders to go full steam into hyping up their presence at gamescom asia 2021 and for all the fans who have been eagerly waiting for the event. In this regard, gamescom asia 2021 is ‘still loading’ and will be a prelude to gamescom asia 2022, when we will have a better opportunity to hold a physical event and embrace international travel. In the meantime, we will provide a rich and interactive experience to the fans and industry players who have been yearning for us to get things started”, explains Mathias Kuepper, Managing Director of Koelnmesse Singapore, the organisers of gamescom asia.

gamescom asia will announce confirmed partners, programme schedule, and access details in the coming months. The organisers are looking forward to delivering an awesome show in 2021 and welcoming visitors in person for gamescom asia 2022.

Interested companies can present themselves at gamescom asia 2021 at the Trade and Entertainment Zone in many creative ways. Details on participation options can be found via [www.gamescom.asia](http://www.gamescom.asia) or email [sales@gamescom.asia](mailto:sales@gamescom.asia).

Industry professionals interested to speak at the trade conference may apply via this the speaker submission form on <https://gamescom.asia/conference/speakers>

Press and creator accreditation will open in July/August.

To get the latest gamescom asia updates and news relevant to you, subscribe to our mailing list under “Here For Business” or “Here For Play” via <https://gamescom.asia/about/gamescom-asia/subscribe>.

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Available images can be found here: <http://bit.ly/GA21PressKit>

### **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 [www.gamescom.asia](http://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. gamescom 2021 will be held exclusively in digital format from Wednesday, August 25 to Friday, August 27, 2021. On-site events in Cologne will not take place this year. gamescom is jointly organised by Koelnmesse and game - the German Games Industry Association.

**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, online, 25.-27.08.2021

gamescom asia, Singapore | Online, 14.-17.10.2021

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