

No. 2 / October 2019, Singapore

## gamescom asia announces Razer as official esports partner

**Memorandum of Understanding signed between Koelnmesse and Razer to elevate the esports experience at Asia's upcoming premier gaming event.**

Koelnmesse, the organiser for gamescom asia 2020 and Razer, the world's leading lifestyle brand for gamers today announced a strategic partnership with the signing of a memorandum of understanding (MOU). The partnership will see Razer appointed as official esports partner and advisory committee member for gamescom asia 2020.

gamescom asia 2020, to be held in Singapore from 15 to 18 October 2020, is the first regional satellite event of the world's largest gaming festival gamescom, held annually in Cologne, Germany. The Asian edition, expecting to attract over 30,000 trade and public visitors, will be the premier platform for regional and international game developers, publishers, industry stakeholders and partners. This partnership will be a catalyst for the growth of the regional esports community, and gamescom asia would like to invite other stakeholders in the industry to join us in this trailblazing adventure.

As official esports partner for gamescom asia 2020, Razer will work with Koelnmesse to organise and curate the event's esports and gaming zone. A pioneer in esports, Razer has been championing professional gaming within the region and across the world since 2005.

Razer is one of the world's leading esports brands and the official esports partner of the Southeast Asian Games 2019 where the company was instrumental in making esports one of the official medalled sports at the Southeast Asian Games.

"This partnership is the perfect opportunity to bring a unique consumer experience to gamescom asia, and we are excited to have Razer on-board as our first official esports partner." said Mathias Kuepper, Managing Director of Koelnmesse Pte Ltd. "Together, we will scale-up the playing field for the gaming industry in the region."

"This is an incredible moment for the gaming event landscape in the region, and we invite gamers, communities and partners to join us in support of gamescom asia 2020," said David Tse, Global Esports Director at Razer. "gamescom is the world's biggest gaming event and we're thrilled to partner Koelnmesse to transform the face of esports in this region."

gamescom asia 2020 will feature a two-day industry gaming conference and a three-day trade and public exhibition, including esports events, a showcase of emerging technologies in video games, gaming workshops, meet-and-greet sessions, cosplay theatrics and much more.

For more information on gamescom asia 2020, please visit [www.gamescom.asia](http://www.gamescom.asia).



gamescom asia  
15 - 18 October 2020  
[www.gamescom.asia](http://www.gamescom.asia)

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### **About gamescom asia**

gamescom asia will be the inaugural Asian edition of gamescom. Over 30,000 visitors regionally will be expected to gather in Singapore. With the business area, the entertainment area and the industry gaming conference, gamescom asia covers the entire diversity of the games culture. In 2020, gamescom asia will open its doors to conference delegates on Thursday 15 October, to all interested trade visitors on Friday, 16 October 2020 and to the public visitors on Saturday and Sunday, 17-18 of October 2020. gamescom asia is organised by Koelnmesse Singapore and supported by 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, 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.

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### **About Razer**

Razer™ is the world's leading lifestyle brand for gamers.

The triple-headed snake trademark of Razer is one of the most recognized logos in the global gaming and esports communities. With a fan base that spans every continent, the company has designed and built the world's largest gamer-focused ecosystem of hardware, software and services.

Razer's award-winning hardware includes high-performance gaming peripherals and Blade gaming laptops.

Razer's software platform, with over 70 million users, includes Razer Synapse (an Internet of Things platform), Razer Chroma (a proprietary RGB lighting technology system), and Razer Cortex (a game optimizer and launcher).

In services, Razer Gold is one of the world's largest virtual credit services for gamers, and Razer Fintech is one of the largest online-to-offline digital payment networks in SE Asia.

Founded in 2005 and dual-headquartered in San Francisco and Singapore, Razer has 18 offices worldwide and is recognized as the leading brand for gamers in the USA, Europe and China. Razer is listed on the Hong Kong Stock Exchange (Stock Code: 1337).

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