

No. 3 / 10 June 2020, Singapore

## gamescom asia to Be Postponed to 2021

**gamescom asia, originally planned for debut in Singapore this October, will move its inaugural edition to 2021.**

The first edition of gamescom asia has been postponed to 14 - 17 October 2021. Up until the COVID-19 pandemic started, response for the event had been overwhelming. With strong interest and bookings from AAA game publishers, developers and country pavilions, preparation for gamescom asia was on track to deliver a world class event.

“As much as we would have loved to bring the event to life this October, the current global crisis has forced us to recalibrate our wants for gamescom asia. The health and safety of our visitors, exhibitors and staff is paramount. Moreover, for an inaugural event, we felt it was important to give the regional gaming community and fans the full experience of what an international event of this scale would be like, and not anything less. Today, we confirmed our decision to postpone the live event to 2021 instead,” expressed Mathias Kuepper, Managing Director of Koelnmesse Singapore, the organiser of gamescom asia.

He added, “The team has been in conversation extensively with all stakeholders, partners and the Singapore government over the last few weeks to decide on the best course of action for the safety of all our participants. While the common sentiment was hopefulness for large-scale events to go back to normalcy, we agreed that the world is not situationally ready for this to happen. With that, we will have to adapt and refocus our efforts on 2021, and offer digital engagements leading up to that date in support of the Asian games industry.”

gamescom asia is the first satellite event of the world’s largest event for computer and video games: gamescom. The premier event aims to showcase the diversity of gaming within the world’s fastest growing games market - Southeast Asia, while covering the global spectrum of the games industry, gaming culture, esports, regional and international releases and more.

“We welcome Koelnmesse’s continued support in these challenging times, and are committed to partner with Koelnmesse to deliver a successful gamescom asia in 2021. The inaugural event will be a highlight in Singapore’s events calendar and provide new business opportunities for local and regional companies. We look forward to welcoming delegates to the event next year,” said Mr Andrew Phua, Executive Director, Exhibitions and Conferences, Singapore Tourism Board.

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](http://www.gamescom.asia) or follow gamescom asia on major social media platforms.

- end -

Download accompanying images here: <https://bit.ly/GA20PressKit>



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

Your contact:

Lena Ng

Tel.

+65 6500 6700

Fax

+65 6294 8403

E-mail

[lena.ng](mailto:lena.ng@koelnmesse.com.sg)

[@koelnmesse.com.sg](mailto:lena.ng@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](mailto:info@koelnmesse.com.sg)  
[www.koelnmesse.com.sg](http://www.koelnmesse.com.sg)



## 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.

## 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 will be held exclusively in digital format from Thursday, August 27, 2020 to Sunday, August 30, 2020. On-site events in Cologne will not take place this year given the current situation. 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, Cologne, Germany, 27.-30.08.2020

DMEXCO, Cologne, Germany, 23.-24.09.2020

photokina, Cologne, Germany, 18.-21.05.2022

If you have published this document, please send us a link to the article.

## gamescom asia on Facebook:

<https://www.facebook.com/asia.gamescom>

## gamescom asia on Twitter:

[www.twitter.com/gamescomasia](http://www.twitter.com/gamescomasia)

## gamescom asia on LinkedIn:

<https://www.linkedin.com/showcase/gamescom-asia>

## gamescom asia on Instagram:

<https://www.instagram.com/gamescomasia>

## Subscribe to mailing list:

<https://gamescom.asia/about/gamescom-asia/subscribe>

**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  
[leng@koelnmesse.com.sg](mailto:leng@koelnmesse.com.sg)  
[www.koelnmesse.com.sg](http://www.koelnmesse.com.sg)