Press Release

gamescom asia x Thailand Game Show 2026: The Most International Edition Yet

- **335 Exhibitors from a record 29 countries, with 20 national pavilions and industry delegations**
- **219,546 attendees from 113 countries over four days**
- **6,923 business visitors from 78 countries, 51% from outside Thailand**
- **John Romero headlines a conference of 81 speakers from 27 countries**
- **gamescom asia x Thailand Game Show returns to Bangkok from 21 to 24 October 2027**

Bangkok, Thailand - 1 November 2026 - gamescom asia x Thailand Game Show 2026 closed on 1 November as the most international edition in the show's history. Exhibitors came from a record 29 countries, and over four days the show welcomed 219,546 attendees from 113 countries to the Queen Sirikit National Convention Center (QSNCC).

335 exhibitors and pavilions took part, up from 294 last year, and 64% of them came from outside Thailand. 20 national pavilions, government agencies and industry delegations from 12 markets used the show as a base for doing business in Southeast Asia. Pavilions came from Austria, Germany, Indonesia, Japan, Malaysia, the Philippines, South Korea, Spain, Thailand and the United States.

A stronger business platform

The business area (29-30 October) drew 6,923 business visitors from 78 countries, compared with 5,590 from 81 countries in 2025. John Romero, co-creator of DOOM, headlined a conference of 81 speakers across 4 stages. The Invest Circle and VIP XPerience, sponsored by Xsolla, connected 509 developers, publishers and investors, compared with 418 in 2025.

The Pitch Competition saw 13 finalists pitch their game, with MiMu Studio's *Little Old One and the Witch* winning Best Visual, NOTAI Games' *Slop Capital* taking Best Game Design, and Hypercent Inc.'s *Backroom Cleaners* securing the audience-voted Most Anticipated Game award. On the business

gamescom asia x Thailand Game Show
29 October – 1 November 2026
www.gamescom.asia

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Jointly organised by

track, publishers including PlaySide, Focus Entertainment, Fireshine Games and Team17 turned the tables in the Reverse Pitch, pitching directly to developers on what they want to fund next.

The Asia Game Talent Showcase (by the Thai Game Association) spotlighted 20 student-made games from across Asia. Full winner lists are in the appendices.

A festival for Southeast Asia's players

In the entertainment area (30 October - 1 November), fans played 470 titles from indies and major gaming brands, including 4Divinity, Bandai Namco Entertainment, CAPCOM, Elementa, Gryphline, KURO Games, LMD Games, Nintendo Switch 2 by Synnex, PlayPark, PlayStation by Gameshop Concept Store, Razer Game Services, Riot Games, SEGA, The Pokémon Company and Ubisoft, among many.

Highlights included unreleased AAA titles such as Final Fantasy VII Revelation, Monster Hunter Wilds: Ascendance, Persona 4 Revival, Silver Palace, Stranger than Heaven, and Total War: WARHAMMER 40,000, among many more.

Adding to the fun was the debut of pop culture festival ACE (Anime Asia Comics Content Entertainment Expo), embedded within the entertainment area. America's Got Talent 2026 winner, Nene Royal, performed the event's theme song during the Grand Opening Ceremony. The Thailand Game Awards named CAPCOM's Pragmata Game of the Year, while a cosplay competition awarded THB 300,000 in prizes. Full winner lists are in the appendices.

The show also reached well beyond Bangkok with its livestreams and digital content drawing close to 34 million views across platforms.

Dr Supakorn Siddhichai, Acting President/CEO of the Digital Economy Promotion Agency (depa), said: "gamescom asia x Thailand Game Show 2026 has been a valuable platform for showcasing Thai talent to the world. Together with the Thai Game Association, we brought over 90 Thai games to the Thai Playvilion, reaching developers, industry partners and gaming fans across both the business and entertainment areas. The strong response has highlighted the potential of Thai games to connect with wider audiences and opened doors to new partnerships."

Mathias Kuepper, Managing Director and Regional President, APAC, Koelnmesse, said: "This was the most international show we have staged. Exhibitors from 29 countries and regions came to Bangkok to sign deals, not only to show games. That tells the global industry that Southeast Asia is no longer a market to watch. It is a market to be in, and this is where deals

get done."

"We're proud to see gamescom asia x Thailand Game Show grow year after year. Last year, 'the world saw us.' This year, we've built on that momentum with more collaborations and business discussions than ever before. We've seen a fantastic response from gaming fans and the industry, both in Thailand and around the world. We'd like to thank everyone who came together to make this event possible.", said Pongsuk Hiranprueck, CEO, Show No Limit, and Korakan Yamsattham, Managing Director at Online Station.

gamescom asia x Thailand Game Show will return to Bangkok from 21 to 24 October 2027. For updates, visit: www.gamescom.asia

Should you be interested in speaking to Koelnmesse or the show organisers, please reach out to James Kozanecki with your request.

2026 at a Glance*

- 219,546 attendees from 113 countries
- 6,923 business visitors from 78 countries
- 335 exhibitors and pavilions from a record 29 countries
- 20 national pavilions and delegations
- 81 speakers across 4 stages at the business area conference
- 582 exhibited titles, 347 of these by indie developers across business and entertainment area
- 720 media partners, influencers and press
- 38,519 sqm of event space

**Preliminary figures as at 19:30hrs on 1 November 2026. Final figures may vary.*

Available gamescom asia x Thailand Game Show 2026 assets can be found in the press kit here.

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About gamescom asia x Thailand Game Show
gamescom asia x Thailand Game Show is the merger of the two powerhouse events: gamescom asia and Thailand Game Show. It is a showcase for newly launched games, the premier platform for Asian game developers to explore partnerships globally, and a hub for international publishers who are looking for the next big thing in games. With the business area, the entertainment area, and the industry conference, the event covers the entire diversity of the games culture. gamescom asia x Thailand Game Show is organised by Koelnmesse Pte Ltd, Show No Limit and Online Station and is supported by game - the German Games Industry Association.

About gamescom
gamescom is the world's biggest gaming event and the most important business platform for the international games industry. From 23 to 29 August 2027, it brings together developers, trade visitors, companies and millions of fans from around the world – on site in Cologne and digitally across the globe. The week opens on 23 August with the developer conference gamescom dev. gamescom then opens to the public on the evening of 24 August with the major opening show gamescom Opening Night Live. Throughout the week, gamescom offers a unique blend of entertainment, business and community experience. Alongside gamescom in Cologne, gamescom latam in São Paulo and gamescom asia x Thailand Game Show in Bangkok have established themselves as further successful international gamescom editions.

About game - The German Games Industry Association
We are the association of the German games industry. Our members represent the entire video game ecosystem, from development studios and publishers to esports event organisers, educational institutions and other related entities. We are co-organisers of gamescom, the world's biggest event for video games. We are a shareholder in the Entertainment Software Self-Regulation Body (USK), the Foundation for Digital Games Culture, the esports player foundation, game events and the collecting society VHG, as well as co-host of the German Computer Game Awards. Serving as a central point of contact for media, as well as political and social institutions, we provide comprehensive expertise in areas including market development, game culture and media literacy, and address any inquiries or concerns. Together we are making Germany the heart of gaming worldwide. With games, we enrich the lives of all people.

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 fairgrounds 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, business 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 Southeast

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Asia, gamescom asia x Thailand Game Show provides an additional powerful industry platform for the rapidly growing Asia-Pacific games market, comprehensively combining supply and demand. For Brazil and Latin America, gamescom latam is a major new event designed to stimulate dynamic growth in this market.

About Show No Limit
Show No Limit, the company behind the success of “BT beartai” one of Thailand's leading tech media platforms, a Bangkok-based event organizer and the original founder of the Thailand Game Show (TGS), first held in 2007. Now in its 19th edition, TGS has grown into the largest B2C gaming event in Southeast Asia and a cornerstone of Thailand's gaming culture. Since 2013, Show No Limit has co-organised TGS in collaboration with Online Station, Thailand's leading gaming and influencer network under True Corporation.

About Online Station
Thailand’s leading gaming and influencer network under True Corporation. It partners with top creators across YouTube and other major social platforms, offering digital media and marketing solutions. The company specialises in gaming, entertainment, lifestyle and sport content, helping brands connect with audiences through data-driven influencer and experiential marketing. It is also a long-standing gaming media that has been with Thai gamers for many years, delivering straightforward and easy-to-understand gaming news while also covering updates in the world of comics and animation.

The Next Events:
gamescom asia x Thailand Game Show, Bangkok, Thailand, 29 October - 1 November 2026
gamescom latam, São Paulo, Brazil, 22 – 25 April 2027
gamescom, Cologne, Germany, 23 - 29 August 2027
gamescom dev, Cologne, Germany, 23 - 24 August 2027

Social Media - English Channels

gamescom asia x Thailand Game Show on Facebook:
https://www.facebook.com/asia.gamescom

gamescom asia x Thailand Game Show on X:
https://x.com/gamescomasia

gamescom asia x Thailand Game Show on LinkedIn:
https://www.linkedin.com/showcase/gamescom-asia

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Social Media - Thai Channels

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