

No. 2 / 27 July 2022, Singapore

gamescom asia announces first wave of participating companies and speaker line-up



From Asian game publishers to international developers, gamescom asia is off to a strong start.

gamescom asia
20 - 23 October 2022
www.gamescom.asia

gamescom asia announces the first wave of participating companies welcoming Gamedriver, TikTok, Microsoft Xbox, Potato Play, Nuvei, and Xsolla as sponsors. PlayStation, 9GAG, Lai Games, Brace Yourself Games, Hooded Horse are also among some of the names joining the event this year. The only satellite event of the world's largest video games festival, gamescom, will return to Singapore from 20-22 October 2022, with a larger-scaled physical Trade Zone, Conference, and a physical Entertainment Zone for the first time. Online segments will be made available for all audiences on 19 and 23 October.

Your contact:
Lim Wee Ling
Tel.
+65 9768 6827
E-mail
gamescomasiapr@aprw.asia

"We are delighted to have the commitment of global leading video game players for the event. This is testament to the increasing interest in the games market in Southeast Asia as well as in gamescom asia. With just three months before the event, the team is working hard to develop an exceptional experience for all trade visitors and the public alike. We are expecting many more companies to join us over the coming weeks in this widely anticipated event," said Mathias Kuepper, Managing Director of Koelnmesse Singapore, the organiser of gamescom asia.

Koelnmesse Pte Ltd
152 Beach Road
#25-05 Gateway East
Singapore 189721
Tel. +65 6500 6700
info@koelnmesse.com.sg
www.koelnmesse.com.sg

gamescom asia 2022 expects to attract 15,000 visitors and over 100 exhibitors from Asia Pacific and beyond. So far, delegations from several countries in APAC and beyond are expected to gather in Singapore as physical events make a strong comeback. At present, those participating in gamescom asia represent over 19 countries and counting. The Singapore and German pavilions have been confirmed, with more applications from Asia ongoing.



Registration is now open for Trade Conference and Trade Visitors.

Over 80 industry experts are set to present, in person, at the Trade Conference and Exhibition. They will dive deep into diverse facets of the gaming scene and trends ahead. Speakers and topics include:

- Peter Vesterbacka, Finnish mobile game developer and former *MightyEagle* of Rovio Entertainment Corporation (Finland), the creator of *Angry Birds*;
- Sarah Delahanty, Cinematic Director, Blizzard Entertainment (USA), on the cinematic storytelling process in games;
- Tim Fields, Senior Vice President & General Manager of Digital Gaming, Wizards of the Coast (Canada) on the future of game development;
- Simon Alty, Vice President & Managing Director Asia Pacific, Bethesda/ZeniMax (Australia) on AAA game publishing;
- Hans Jagnow, Vice President Operations, ESL Pro League (Germany) on Esports Trends;

- Brigitta Rena Estidianti, Co-founder & Art Director, Mojiken Studio (Indonesia) on weaving Southeast Asian cultures into games;
- Vanessa Lorena Tate, Studio Director & Head of Eternal Games, King (UK), publishers of Candy Crush and discussing live ops strategies;
- Jad Boniface, Head of Community Expansion, Roblox (USA) on becoming architects of the metaverse.

The list of speakers is available [here](#).

gamescom asia's Trade Zone will consist of an Expo area, a Trade Conference, Networking, and a Developer-Publisher-Investor Speed Dating event from 20 to 22 October. Trade visitors and conference delegates can expect to see country pavilions, attend exhibitor talks and talent drives, arrange face-to-face business meetings, and try out the Entertainment Zone ahead of the opening to public visitors.

Within the Entertainment Zone, public visitors will be treated to a display of games and interactive entertainment and explore featured areas like esports, cosplay, tabletop games, group play zones, and more, from 21 to 22 October. Pre and post event online shows PRIMETIME and STUDIO return again as teasers and extended content for global audiences.

gamescom asia will share updates on more confirmed partners, Entertainment Zone programme and activities, and access details closer to date.

[Registration to the Trade Zone & Conference is now open! Early bird tickets end on 23 September. The Ticketshop to purchase public tickets to the Entertainment Zone will open in August.](#)

[Companies who wish to exhibit in both Trade and Entertainment Zones can apply here.](#)

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

Editor's Note:

[Available images and current gamescom asia 2022 schedule can be found in the digital press kit here.](#)

- end -

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 be held from 20 - 23 October 2022 in Singapore at the Suntec Convention & Exhibition Centre as well as online. 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. 2022 gamescom will take place in Cologne and online from Wednesday, 24. August to Sunday, 28. August. 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.

Further information: <https://gamescom.asia/about/more/industry-sectors>

The Next Events:

gamescom, Cologne, Germany, 24.-28.08.2022

gamescom asia, Singapore, 20.-23.10.2022

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

Your contact:

APRW on behalf of gamescom asia 2022

gamescomasiapr@aprw.asia

Lim Wee Ling
Tel +65 9768 6827

Joanne Tham
Tel +65 8125 7990

Natasha Azlin
Tel +65 9781 5094