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gamescom congress on 23 August 2017 in Cologne:

NRW Economy Minister, Andreas Pinkwart, opens gamescom congress 2017

- Grand opening by the NRW Economy Minister, Prof Dr Andreas Pinkwart
- Political arena with Secretaries General and Federal General Managers of the CDU, SPD, Die Linke, Bündnis 90/Die Grünen, and FDP
- Full schedule online: a diverse range of topics makes gamescom congress unique in Europe
- Secure one of the remaining tickets now at www.gamescom-congress.com

The gamescom congress will be opened on the 23 August 2017 at 10:00 a.m. with many prominent political figures in attendance: before the political arena begins with top politicians from the CDU, SPD, Die Linke, Bündnis 90/Die Grünen and FDP, the guests will be welcomed by Prof Dr Andreas Pinkwart, Minister for Economy, Innovation, Digitalisation, and Energy for the state of North Rhine-Westphalia. Afterwards, following the congress motto, 'More than Games', there will be countless talks and panels on the potential for computer games in business, education, research, and culture. With more than 70 top-class speakers and a wide range of topics, the congress is the only one of its kind in Europe. Representatives from all industry sectors are invited: creative artists, educators, politicians, and scientists. The gamescom congress is more popular than ever: you can get the full schedule and the limited remaining tickets at www.gamescom-congress.com.

Prof Dr Andreas Pinkwart (FDP), Minister for Economy, Innovation, Digitalisation, and Energy for the state of North Rhine-Westphalia explains: "Excellent international connections and always with an eye on digitalisation - that is North Rhine-Westphalia. The gamescom congress is in exactly the right location here, as it shows the diversity and the great potential of the games industry. Digitalisation is changing our lives, overturning traditional business models and creating new ones. Throughout the digitalisation process, the games industry is playing a significant role - including the growing start-up scene in this field in NRW. The gamescom congress offers an excellent opportunity to discuss these matters and exchange ideas with many of the participating players."

In addition to presentations and discussions, this year's gamescom congress will start with a premiere: in a political arena, Dr Peter Tauber (CDU), Hubertus Heil (SPD), Matthias Höhn (Die Linke), Michael Kellner (Bündnis 90/Die Grünen) and Nicola Beer (FDP) will introduce themselves and explain their stance on the relevance of gaming and the challenges we face in the country's digital policies. The Arena will be



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www.gamescom-congress.de

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moderated by YouTube stars Florian Mundt, a.k.a. LeFlويد, Peter Smits from the PietSmits, and Colin Gäbel from Rocket Beans TV, who stepped in for Daniel Budiman on the job at short notice. The event will be livestreamed on gamescom TV.

After that, there will be intriguing keynote speeches, talks, and panel discussions on the five main topics of knowledge, business, gamification, law, and life, which will not only give an insight into the current developments and the future of the computer and video games industry, but also provide an excellent opportunity to exchange ideas with people in all industry sectors. The “Open Stage” will also add to the diversity of topics in 2017 - this year, there will be speakers from Russia and Canada, among other countries.

Beginning and end of the event:

Admission to gamescom congress 2017 begins on 23 August at 9:00 a.m.

The conference in the Congress Centre North at Koelnmesse ends at 5:00 p.m.

Participation:

- The ticket shop is available at www.gamescom-congress.com.
- Admission costs Euro 69.00. The congress ticket combined with a trade visitor ticket for gamescom on 23 August 2017 costs Euro 105.00.
- Tickets are on offer at the box-office for Euro Euro 79.00 and Euro 119.00.
- Tickets for students and teachers cost Euro 25.00. A verification is required and must be shown at the day of the conference.

Press accreditation:

You can receive press accreditation directly at Koelnmesse at the [following spots](#).

Advanced training:

In 2017, gamescom congress has once more been accredited as a training programme for teachers and educators. Participants can request a corresponding document on the day of the event and have a certificate issued for themselves at the event.

About gamescom congress 2017

gamescom congress 2017 takes place on Wednesday 23 August from 9:00 a.m. to 5:00 p.m. in the Congress Centre North at Koelnmesse. The event is part of gamescom, Europe’s leading business platform for the gaming industry and the global 360 degree event for digital game culture. In keeping with the motto “More than games”, the congress will highlight trends and potential in digital games as well as their social implications, and offer an interface beyond the digital and media industries. Speakers from Germany and elsewhere will offer exciting presentations and panel discussions. The congress is hosted by Koelnmesse GmbH and the BIU – Bundesverband Interaktive Unterhaltungssoftware e. V. (Federal Association of Interactive Entertainment Software), sponsored by the City of Cologne and the State

of North Rhine-Westphalia. For more information, see www.gamescom-congress.com.

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Note for editors:

Photographs of gamescom congress can be found in our image database online at www.gamescom-congress.com in the 'Press' section. Please request a specimen copy if printed.

Always up-to-date:

Current news about the gamescom congress is available on [Twitter](#) and [Facebook](#).

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