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gamescom congress on 23 August 2017 in Cologne:

From MoMA in New York to species conservation: More than 70 speakers at the gamescom congress

- Broad spectrum of topics split among five main topics - from games education in New York to law in eSports
- Premiere: Political arena with top campaigners, presented by German YouTube stars
- Over 30 programme highlights with national and international speakers

With top-class speakers and a diverse mix of topics, this year's gamescom congress on 23 August is drawing visitors to Cologne. For the first time, the event will be opened with a political arena. In attendance: Dr Peter Tauber (CDU), Hubertus Heil (SPD), Matthias Höhn (Die Linke), Michael Kellner (Bündnis 90/Die Grünen), and Nicola Beer (FDP). Top politicians will explain their stances on the relevance of gaming and the challenges in designing the country's digital policies. Afterwards, over 70 speakers from Germany and beyond will host keynote speeches, talks and panels on the five main topics of Knowledge, Business, Gamification, Legal and Life. The gamescom congress is Europe's leading conference on industry trends and the potential of computer games far beyond the games industry itself, and is the first port of call for representatives from businesses in all sectors, creative artists, educators, politicians and researchers. Tickets are available at www.gamescom-congress.com.

Henriette Reker, Lady Mayoress of the City of Cologne: "In recent years, the computer and video games industry has shown impressive developments - above all as a driving force for innovation in all sectors. The media hub, Cologne, stimulates creativity in the gaming sector, primarily in the future topics of Gamification and Virtual and Augmented Reality. A special focus is placed on promoting start-ups, such as in the newly-founded Games Incubator by Cologne Game Lab. gamescom and other industry conferences transform Cologne into a network with international significance, all year round.

Under this year's congress motto, "More than Games", many guests will provide speeches, including Cornelia Holsten from the Commission for the Protection of Minors in the Media (KJM), Henriette Löwisch from the German Journalism School (DJS), the Russian author Dmitry Glukhovsky (Metro series), Dr Torsten Wingenter (Lufthansa), Gustav Käll (Universal Music), Gregor Gründgens (Vodafone), Alexander Knetig (ARTE), Dr Tobias Schmid from the Media Authority of North Rhine-Westphalia (LfM), Thomas Jarzombek MdB (CDU/CSU Fraction), Heike Raab (State Representative for Rhineland-Palatinate), and Rachelle Vallon from the New York school, Quest to Learn.



gamescom congress 2017

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The range of topics is as exciting and up-to-date as the speakers are diverse. The topics are spread along five main topics: “More than Knowledge: Games educate”, “More than Business: Games reward”, “More than Gamification: Games evolve”, “More than Legal: Games consolidate”, and “More than Life: Games fascinate”. As such, there will be panels, talks and discussion rounds on subjects like the integration of games into schools, right up to species conservation from Edward Partridge of the WWF, which will provide plenty of food for thought, even far beyond the computer games industry. On an additional Open Stage, visitors can expect more, exciting presentations - from Games and Infotainment at the TV broadcasting company, Arte, through to games industry trends in Canada.

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:

The form for press accreditation is available at <http://bit.ly/2rAdKGB>.

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.

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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