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Diverse programme and top politicians attract 870 visitors to the gamescom congress 2018

- gamescom congress 2018 sold out
- 870 participants and 171 press representatives at Europe's leading conference on the potential of computer games
- Highlight to mark the start of the congress: Politics talk "Debat(tl)e Royale" with top politicians from CDU, SPD, FDP, Die Linke, and Bündnis 90/Die Grünen

The gamescom congress 2018 underlines its role as a think tank for digitalisation. 870 participants and 171 press representatives did not want to miss out on the sold-out congress on Wednesday, 22 August 2018. The 10th gamescom congress was a magnet for visitors far beyond the digital and media industry. More than 40 programme points, divided into five main topics, offered a unique opportunity to gather information on the potential of computer games and the impulses from the games industry for digitalization. Current issues of German digital and games policy, such as nationwide sponsorship for games, were discussed in the debate format "Debat(tl)e Royale" with top politicians from the CDU, SPD, FDP, Die Linke, and Bündnis 90/Die Grünen.

After the official opening on Wednesday, 22 August 2018 by Nathanael Liminski (Head of the State Chancellery of North Rhine-Westphalia), Henriette Reker (Mayor of the City of Cologne), Katharina C. Hamma (COO Koelnmesse GmbH) and Felix Falk (Managing Director game - the German Games Industry Association), a new talk format, the "Debatt(l)e Royale", started at gamescom congress: Top politicians Annegret Kramp-Karrenbauer (CDU), Lars Klingbeil (SPD), Nicola Beer (FDP), Jörg Schindler (Die Linke) and Michael Kellner (Bündnis 90/Die Grünen) answered the questions of moderators Lisa Sophie Laurent and Peter Smits, both prominent YouTube stars. Outdoor reporter Sofia Kats of Rocket Beans TV joined in via video player and let gamescom visitors have their say. The debate can be viewed here: www.gamescom-congress.com.

The gamescom congress subsequently proved once again why it is considered Europe's leading conference on the potential of computer games. Some 107 speakers presented more than 40 keynote speeches, panels, discussion rounds or inspiring lectures to demonstrate what computer games are all about and what important impulses the games industry is contributing to digitalization. The participating representatives from the most diverse sectors, cultural workers, educationalists, politicians and scientists had numerous opportunities to get to know each other and an intensive exchange between the different programme sections.

The organisers and partners of the congress emphasise the importance of the gamescom congress for the German games industry, North Rhine-Westphalia and far beyond the digital and media industry:



gamescom congress 2018

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www.gamescom-congress.com

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"The games industry is a key industry for the media digital economy in North Rhine-Westphalia. Creativity and technological innovation go hand in hand here. The program of this year's gamescom congress once again demonstrated how the dynamism and innovative power of the games industry is also being transferred to other sectors of the economy," says Nathanael Liminski, Head of the State Chancellery of North Rhine-Westphalia.

Henriette Reker, Mayor of the City of Cologne: "With the help of many allies, we have succeeded in creating an efficient ecosystem for the games industry in Cologne. We want to expand this further in the coming years. The focus of the City of Cologne's sponsorship measures is primarily on supporting young games talents. The gamescom congress offers them the opportunity to get to know more about essential trends and innovations in the games industry".

Katharina C. Hama, COO Koelnmesse GmbH: "It is our task at Koelnmesse to create innovative marketplaces. With this year's gamescom congress, we have succeeded in bringing together the pioneers of games and digitalization. We thank our partners from game, the state of North Rhine-Westphalia and the city of Cologne for the excellent cooperation."

Felix Falk, Managing Director game - the German Games Industry Association: "The gamescom congress has developed into a true think tank of digitisation: We have also been able to further sharpen our political profile thanks to the 'Debat(t)le Royale' debate format. This is where leading politicians discuss the right digital and games policy for Germany. And not only in election times."

The gamescom congress 2018 would like to thank its cooperation partners BDI - Federal Association of German Industry e.V., German Cultural Council, GMK - Society for Media Education and Communication Culture, and Video Game Bar Association.

The next gamescom congress will take place on Wednesday, 21 August 2019.

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About the gamescom congress 2018

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The gamescom congress takes place annually as part of the gamescom event. The congress is Europe's leading conference about the potential of computer games in a digitalized world, and offers touchpoints far beyond the digital and media sectors. Speakers from Germany and abroad present themselves in lectures, seminars and panel discussions. gamescom congress is organised by Koelnmesse GmbH and game e.V., the German Games Industry Association. The gamescom congress is sponsored by the State of North Rhine-Westphalia and the City of Cologne. www.gamescom-congress.com

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