

Press Release

Record-Breaking Appearance by gamecity:Hamburg at gamescom 2011

Ten companies featured under Gamecity roof

Hamburg, 17 August 2011: From August 17 to 21, Cologne will again become the mecca of the games industry when gamescom 2011 opens its doors. This is already the eighth consecutive year that gamecity:Hamburg, Germany's biggest games industry network, is organizing a joint appearance by Hamburg-based companies at the world's leading computer gaming trade show. With ten exhibitors and a 180-sqm stand, this is Hamburg's strongest showing at gamescom to date. Now an established tradition, the highlight of gamecity:Hamburg's activities at the fair is the Fish Sandwich Reception, held at Stand M-034 in Hall 4.2 on Friday, 19 August, at 12 noon, to which all attendants are cordially invited.

For eight years, gamecity:Hamburg's joint trade show appearances have provided a platform for both new and established companies from Hamburg to present themselves at the major computer game trade events in Germany and abroad. gamecity:Hamburg exhibitors at this year's gamescom are ANIMA ENTERTAINMENT GmbH, ATLAS Interactive Deutschland GmbH, Exit Games GmbH, FISHLABS Entertainment GmbH, InnoGames GmbH, INTENIUM GmbH, M.I.T. Media Info Transfer GmbH, Playa Games GmbH, Taylor Wessing Deutschland and THREAKS. Stefan Klein, gamecity:Hamburg Project Director, notes: "We are very happy that ten companies from Hamburg will be represented at the joint gamecity:Hamburg Stand. The larger enterprises, in particular, have already appeared here repeatedly, which is reflected this year in an upgrade of their trade show facilities, including, among other things, separate rooms for meetings with journalists."

As every year, Friday at gamescom will again be the time for a cherished tradition: the Gamecity Fish Sandwich Reception. On 19 August at 12 noon, gamecity:Hamburg Project Directors, Stefan Klein and Achim Quinke, will welcome all for a light-spirited lunch break with genuine Hamburg fish sandwiches and beer amid the hustle and bustle of the trade show. Supported by this year's sponsor, ATLAS Interactive Deutschland GmbH, this is a unique and casual setting in which to get to know Hamburg's games industry.



“Hamburg is one of the prime locations of the gaming industry in Europe,” as Achim Quinke, Project Director of gamecity:Hamburg, states. “Gamescom is a great opportunity for us to convey a sense of the breadth of Hamburg’s games industry and the wide range of services we offer. In addition, this event is a perfect opportunity to publicize the fact that there are 500 open jobs in the games sector in Hamburg.”

Exhibitors at the Joint gamecity:Hamburg Stand:

- ANIMA ENTERTAINMENT GmbH – www.anima-entertainment.de
- ATLAS Interactive Deutschland GmbH – www.atlasinteractive.de
- Exit Games GmbH – www.exitgames.com
- FISHLABS Entertainment GmbH – www.fishlabs.net
- InnoGames GmbH – www.innogames.de
- INTENIUM GmbH – www.intenium.de
- M.I.T. Media Info Transfer GmbH – www.mediainfotransfer.de
- Playa Games GmbH – www.playagames.com
- Taylor Wessing Deutschland – www.taylorwessing.com
- THREACKS – www.threaks.com

Additional Information: To learn more about gamecity:Hamburg please visit www.gamecity-hamburg.de. Additional information about the initiative Hamburg@work is available at www.hamburg-media.net.

About gamecity:Hamburg

Gamecity:Hamburg has approximately 2,000 members and is Germany’s largest regional network of the games industry. As a division of the Hamburg@work initiative for media, IT and telecommunication, gamecity:Hamburg is concerned with creating optimal local conditions for the digital entertainment industry. Its target groups are computer, console and mobile game developers and producers, as well as related industries such as advertising, technical service providers, online agencies, and music and film production companies from Hamburg and Europe. The network helps companies to establish cooperation agreements and to break into new markets. In addition, gamecity:Hamburg supports local businesses by providing a broad range of services including workshops, industry meetings, joint trade show appearances in Germany and abroad, affordable office space, start-up consulting, qualification programmes and funding for prototype production. To provide demand-oriented training of junior staff, a Games master’s degree programme was created in cooperation with the Hamburg University of Applied Sciences (HAW Hamburg) which began in the 2010 summer term. Gamecity:Hamburg is a public-private partnership headed by Stefan Klein (Hamburg@work) and Achim Quinke (Quinke Networks). Detailed information is available at www.gamecity-hamburg.de.

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