

Invitation

gamescom 2011 and a gamecity:Hamburg Tradition – the Fish Sandwich Reception

Hamburg, 17 August 2011: Once again a Hanseatic breeze blows through Cologne as gamecity:Hamburg hosts its traditional Fish Sandwich Reception at the 2011 gamescom. Apart from genuine Hamburg fish and beer, gamecity:Hamburg serves up the latest trends from the gaming industry in Hamburg, making the legendary Fish Sandwich Reception a perfect networking platform at Europe's leading computer game trade event. This year's sponsor is ATLAS Interactive Deutschland GmbH, specialists for micropayments in online games, whom gamecity:Hamburg thanks for their generous support.

gamecity:Hamburg cordially invites you to enjoy Hanseatic specialities and Hamburg's finest beer with us. Registration is not required.

When? Friday, August 19, from 12 noon
Where? Hall 4.2, M-034
joint gamecity:Hamburg stand



Since 2004, the Fish Sandwich Reception has become a fixture at Germany's leading games trade show, part and parcel of gamecity:Hamburg like eel at the fish market. Every year, project directors Stefan Klein and Achim Quinke fly their Hanseatic colours to welcome as many as 300 games industry professionals for a casual get-together with inspiring conversations. Apart from indulging in culinary delights from Germany's north, guests can use the informal setting for a personal exchange with the representatives of the Hamburg

games companies exhibiting at the shared 180-sqm booth. The participants are: ATLAS Interactive Deutschland GmbH, ANIMA Entertainment GmbH, Exit Games GmbH, FISHLABS Entertainment GmbH, InnoGames GmbH,

INTENIUM GmbH, M.I.T. Media Info Transfer GmbH, Playa Games GmbH,
Taylor Wessing Deutschland, THREAKS.

(Characters: 1,605)

Exhibitors at the joint gamecity:Hamburg stand:

- ANIMA ENTERTAINMENT GmbH - www.anima-entertainment.com
- 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
- THREAKS – www.threaks.com

Additional Information: To learn more about gamecity:Hamburg please visit www.gamecity-hamburg.de.
Detailed 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 the largest regional network of the games industry in Germany. 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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