

Press Release

Hamburg's Games Industry Featured at gamescom 2010 in Cologne

Hanseatic city represented by eight companies at shared booth

Hamburg, 18 August 2010: For the second time, Cologne hosts Europe's leading computer game trade show, gamescom. From 18 to 22 August 2010, the industry showcases the latest products and developments to trade visitors and gaming aficionados. This is already the seventh consecutive year in which the industry network gamecity:Hamburg is the organizer of joint appearances by Hamburg-based computer game companies at national trade shows. In 2010, the Hanseatic games industry is represented by eight companies. The traditional Fish Sandwich Reception at 12 noon on August 20 tops off gamecity:Hamburg's activities at the show.

For seven years now the joint appearances organized by gamecity:Hamburg have allowed even small digital gaming companies from Hamburg to take part in the major trade shows both in Germany and abroad. Eight exponents of Hamburg's games industry are featured at the Hanseatic city's 145-sqm booth at gamescom 2010 in Cologne. Interested visitors will find the representatives from 'Gamecity' in Hall 4.2 at Booth M-034, along with all the information on the exhibitors' profiles and products as well as the numerous services provided in Hamburg.

The Gamecity Fish Sandwich Reception is the traditional highlight of gamecity:Hamburg's annual trade show activities. At 12 noon on Friday, August 20, the network's project directors, Stefan Klein and Achim Quinke, will be inviting trade visitors to take a genuinely Hanseatic break from the bustle of the fair and enjoy northern German specialties. Fish sandwiches and beer from Hamburg set the tone for a comfortable atmosphere in which new contacts can flourish.

"Hamburg is the leading games industry location in Germany", as gamecity:Hamburg project director Stefan Klein states. "A show like gamescom is the perfect opportunity for us to give trade visitors a comprehensive overview of the conditions and multifaceted project environment games businesses will find in Hamburg. We have already convinced many companies with our programme, and we look forward to the upcoming, exciting conversations."

(2,048 characters)

gamecity:Hamburg exhibitors:

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

Additional information:

Find out more about gamecity:Hamburg at www.gamecity-hamburg.de. Additional information about the industry initiative Hamburg@work is available at www.hamburg-media.net.

About gamecity:Hamburg

gamecity:Hamburg has approximately 1,800 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.

Contacts

Stefan Klein
Hamburg@work
Habichtstraße 41
22305 Hamburg, Germany
Phone: +49/40/80 00 46 341
Fax: +49/40/80 00 46 350
E-Mail: stefan.klein@hamburg-media.net
www.hamburg-media.net

Achim Quinke
Quinke Networks
Bei den Mühren 70
20457 Hamburg, Germany
Phone: +49/40/43 09 39 49
Fax: +49/40/43 09 39 97
E-Mail: aq@quinke.com
www.quinke.com