



Hamburg Games Conference 2023: Focusing on the topic “Invest in Games” on March 1-2, 2023

Hamburg, November 22, 2022:

The Hamburg Games Conference will return on March 1 and 2, 2023 as an on-site event in a new location in Hamburg. The conference theme "Invest in Games" will shed light on current and future developments in the international games industry: Where are still untapped potentials in the games markets? What challenges do studios face in acquiring funding and partners for their projects? Will the wave of billion-dollar mergers and acquisitions in the international games industry continue? The last edition of the conference, 2022's Hamburg Games Conference Hybrid welcomed more than 600 participants online and in Hamburg. Tickets are available now, starting with discounted early bird tickets at last year's rate until January 12, 2023: <https://HGC2023.eventbrite.co.uk>. The Call for Speakers for HGC 2023 runs until January 20, 2023: <https://www.gamesconference.com/call-for-papers>

The Hamburg Games Conference 2023 will feature two parallel conference tracks on each of the two days: In the main track, the conference theme "Invest in Games" will be explored from the perspective of game studios and investors. The second track will on one hand highlight the topic of "Funding" - numerous speakers will share their experiences and best practices for working with investors or public funding to finance and market digital games. On the other hand, talks and keynotes on developer and start-up topics will provide a comprehensive insight into the opportunities and challenges in the growing games market.

Additionally, exhibitors from various areas of the games industry will present their (indie) games and services in an expo area.

"Our conference theme 'Invest in Games' has many facets - with the Hamburg Games Conference 2023 we are creating a platform to share knowledge and first-hand experiences. Both in terms of the big picture and very hands-on best practices for the multitude of companies and start-ups that are active in the games industry in Hamburg and around the world," says Dennis Schoubye, Head of Gamecity Hamburg, the location initiative which is a co-organizer of the Hamburg Games Conference.

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First program highlights to be announced soon – further contributions sought via Call for Speakers

The conference's organizing team, consisting of Super Crowd Entertainment, Gamecity Hamburg and GRAEF Rechtsanwälte, will soon announce first highlight speakers from the international games industry.

Concurrently, the Hamburg Games Conference is calling for submissions of proposals for conference contributions in English. The call for speakers runs until January 20, 2023. Submissions on the topics of "Invest in Games", funding, and game development as well as marketing are now open at <https://www.gamesconference.com/call-for-papers>.

Strengthening networking and exchange with an on-site-only event

After two conference editions with digital and hybrid event concepts, the program of the 14th Hamburg Games Conference in 2023 will again be held completely on-site and for the first time at the Altonaer Museum in Hamburg.

"The numerous successful deals in the games industry in the recent past show that it is very attractive to invest in games and games companies. To this end, we would like to present examples and best practices in an on-site-only event. The Hamburg Games Conference stands for innovative content, high-quality networking, and inspiring exchange", explains Dr. Ralph Oliver Graef, Managing Partner of the co-organizing law firm GRAEF Rechtsanwälte.

Early bird tickets available now

Tickets are available for the Hamburg Games Conference 2023 now, starting with a discounted early bird phase until January 12, 2023:

Business tickets for 199 euros give access to the two-day conference program as well as the opportunity to arrange meetings with other conference guests and make valuable new contacts via the MeetToMatch digital matchmaking system.

Startup tickets are also available exclusively for small enterprises and startup companies. They allow participation in the entire conference program as well as use of MeetToMatch at the discounted price of 99 euros.

Students can participate in the conference program for 25 euros.

All current information on the Hamburg Games Conference is available at www.gamesconference.com.



For further information and questions please contact:

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About the Hamburg Games Conference

Since 2010, the annual Hamburg Games Conference has been a key element of the German and international games industry's calendar and one of the most important B2B events for the games sector in Europe.

The Hamburg Games Conference is jointly organized by Gamecity Hamburg and GRAEF Rechtsanwälte. The conference is planned and produced by the event agency Super Crowd Entertainment from Hamburg, which specializes in the games industry and who hosted the Indie Arena Booth Online at gamescom 2020 and 2021, for which it was awarded a special prize by the Deutscher Computerspielpreis (German Computer Game Award).

About Gamecity Hamburg

Gamecity Hamburg supports, connects and makes the gaming hub Hamburg visible. The aim is to improve the general conditions for companies and founders of the games value chain in the city, to support them in their further development and to anchor Hamburg in the public perception as one of the leading games locations in Germany. Gamecity Hamburg is the contact point for Hamburg's games funding as well as the Games Lift Incubator and also offers programs, events, and services in close cooperation with the games industry to strengthen local developers. At the same time, the exchange of knowledge within the sector and with other industries is promoted. The promotion of young talent, the development of new formats that activate the strong network of games companies in the city, and internationalization are the focus of the location initiative's activities. Gamecity Hamburg is part of Hamburg Kreativ Gesellschaft.

About GRAEF Rechtsanwälte

GRAEF Rechtsanwälte, based in Hamburg and Berlin, is one of Germany's leading law firms in the field of media law, entertainment law and intellectual property. The team around Dr. Ralph Oliver Graef and Dr. Christian Rauda represents leading German and international media companies from the complete value chains of the film industry, the games industry, the publishing industry and the live entertainment industry. In addition, the firm represents "creatives" such as authors, directors, actors, photographers, designers, game developers, etc. in the protection of their creative achievements as well as, in the area of crisis communication, companies and celebrities in the protection of their personal rights.

About Super Crowd Entertainment

Super Crowd Entertainment organizes the annual Indie Arena Booth, the world's largest independent developer booth for video games as well as the community convention Polaris in cooperation with Hamburg Messe. With an easy-to-access app, Super Crowd turned the first Polaris Convention in Hamburg into a true community event, where exhibitors, artists and retailers collected points together with visitors to unlock surprises for their heroes. Furthermore,



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with the Super Crowd Framework, the company also offers a comprehensive yet easy-to-implement solution for digital events for all industries that brings a real trade show feeling to life despite COVID-19. With 3.6 million GSA customers reached and over 100,000 visitors, Super Crowd sets new standards for exciting online events and makes it easy to find your friends again via Super Crowd ID and stay in touch with them.