



## **Hamburg Games Conference releases program for March 1 & 2: 30+ speakers, expo, pitch competition, matchmaking & networking**

Hamburg, February 9, 2023:

An extensive program as well as the ideal opportunity for matchmaking with the German and international games industry awaits guests of the 14th Hamburg Games Conference on March 1 & 2. The main track focuses on the topic "Invest in Games", a second track offers talks on dev, start-up, and financing topics. The complete program overview can be found on the conference website: <https://www.gamesconference.com/program-2023/>. Newly confirmed program highlights include the opening keynote by **Stephanie Marchand** (Behaviour Interactive, Canada), as well as panel discussions on salary transparency, M&A trends, marketing, and work for hire. Tickets for the Hamburg Games Conference 2023 are available online: <https://HGC2023.eventbrite.co.uk>

How do a strong culture and a balanced strategy help Canada's largest indie studio with over 1,000 employees to successfully operate in the market as an independent player after 30 years? This question will be the focus of **Stephanie Marchand's** (VP Production at **Behaviour Interactive**) keynote titled "Behaviour Interactive - 30 years of independence and loving it!", which will kick off the conference.

Overall, the Hamburg Games Conference is again strengthening its international relevance this year: Among the conference guests are numerous decision-makers from the international games industry, represented by companies such as MTG, InnoGames, Endava, Humble Bundle, Behaviour Interactive, Assemble Entertainment, DDM, BLN Capital or Exit Games / Photon Engine.

### **New talks and three panel discussions for main track "Invest in Games"**

For the main track on "Invest in Games", moderated by Prof. Dr. **Christian Rauda** (**GRAEF Rechtsanwälte**), talks by **Matthew Short** (Managing Director of investment bank **Aream & Co.**) on the development of the games market in the light of M&A deals and consolidation, and by **Christopher Chancey** (Founder & CEO **ManaVoid Entertainment** & Co-Founder **Indie Asylum**) on the successful concept of the indie accelerator he co-founded have been added to the schedule.

Three new panel discussions with seasoned experts and notable industry personnel promise valuable insights and exciting discussions:

**Arnd Benninghoff** (EVP of Gaming at **MTG**), **Janosch Kühn** (founder of **BLN Capital**), **Ole Schaper** (CTO at **Svipser**) will discuss the topic "M&A in the Games

**Hamburg Kreativ  
Gesellschaft mbH**

Hongkongstraße 5  
20457 Hamburg

T +49 40 87 97 986-0

F +49 40 87 97 986-20

[kreativgesellschaft.org](http://kreativgesellschaft.org)



Industry: Current Market Trends and Outlook for 2023 and Beyond". The panel will be moderated by **Shum Singh** (Managing Director and Founder of **Agnitio Capital**).

In the HR panel "Money Talks - We talk money", moderated by **Spiegel** editor **Florian Gontek**, Dr. **Andreas Lieb** (HR Director at **InnoGames**), **Alexander Krug** (CEO of **Softgames**), **Susan J. Moldenhauer** (career coach, consultant, and author) and **Steffen Behn** (CEO at **celebrate company**) will exchange views on the topic of salary transparency.

Furthermore, **Thorsten Hamdorf** (Director Publisher Relations at **Jung von Matt Nerd**), **Nikolas Angerstein** (Deputy Managing Director at **MSM.digital**), **Dirk Ludewig** (CEO of **NerdStar**) and **John-Dustin Martin** (Founder & CEO of **1UP Management**) will examine the challenges of games marketing in the post-pandemic era together.

Additionally, **DZ Bank** will contribute an exclusive workshop titled "Crafting your equity story: Show investors that you are a gem" to the program.

#### **Further new talks and program items in the second conference track**

The agenda for the second conference track on dev, startup and funding topics was extended as well: **Jasmin Pfeiffer** (Co-Founder of **DigiTales Interactive**) will recap game design and writing of the indie hit *Lacuna*, **Ata Sergey Nowak** (Managing Director of **Torpor Games**) will report on learnings from porting their award-winning game *Souzerain*, and freelance tech artist **Casilda de Zulueta** will give insights into the highs and lows of turning your passion into a source of income.

An overview of the funding landscape in Hamburg and opportunities for young studios offers a talk by **James Rucks** and **Clemens Runge** (founders of **Soapbox Interactive**), and the **German Federal Ministry for Economic Affairs and Climate Protection** will give a presentation on federal computer games funding.

An additional panel discussion with, among others, representatives from **Endava** and indie studio **THREAKS** will address the topic "Work for Hire".

A special opportunity for indie studios is the "**Pitch Royal**", where developers can present their projects in front of a jury of publishers (among others, **Catherine Bygrave**, Director Publishing, Strategy & Growth at **Humble Games**, **Jerome Zenker**, Business Development Manager at **Assemble Entertainment**, and **Philipp Döschl**, Co-Founder and Executive Producer at **FDG Entertainment**) as well as the organization team of the **Indie Arena Booth** to win a free spot at the joint booth at gamescom.

**Networking, matchmaking, get-together and expo area round off the program**



In addition to the extensive talks and panel schedule, networking and matchmaking are a focus of the Hamburg Games Conference. For the first time since 2020, the organizers Gamecity Hamburg and GRAEF Rechtsanwälte together with the executing event agency Super Crowd Entertainment will hold the conference as a 100% on-site event. Also, there will be two days of on-site program for the first time in the conference's history.

To effectively broaden their networks, conference guests can use the digital matchmaking tool MeetToMatch to find valuable new contacts already ahead of the conference and schedule in-person meetings in the conference's business area. The get-together on the evening of the first conference day will additionally be an ideal opportunity to network in a relaxed atmosphere.

On both days of the conference, (indie) studios and service providers from the games sector will present themselves to the conference audience in the Expo Area.

Find further details about all new and already confirmed speakers as well as all offerings of the conference: <https://www.gamesconference.com/program-2023/>.

#### **Conference tickets available online**

Tickets for the Hamburg Games Conference 2023 are available at <https://HGC2023.eventbrite.co.uk>:

The business ticket for 299 euros includes 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 digital matchmaking system MeetToMatch.

Start-up tickets are available exclusively for small enterprises and start-up companies. They allow participation in the entire conference program as well as use of MeetToMatch at the discounted price of 149 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](http://www.gamesconference.com).

#### **For further information and questions please contact:**

Johannes Klockenbring  
Gamecity Hamburg  
PR Manager



T +49 – 40 – 23 72 435 74

[johannes.klockenbring@gamecity-hamburg.de](mailto:johannes.klockenbring@gamecity-hamburg.de)

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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, 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.