



## **Hamburg Games Conference 2022: 600 visitors from the international games industry – online and in Hamburg**

Hamburg, March 14, 2022:

600 conference visitors from 35 nations joined the 13th edition of the Hamburg Games Conference on March 2 and 3, 2022. The hybrid event concept allowed visitors to catch up with contacts from the international games industry and make new connections – both on the playable online platform, custom-developed for the B2B conference, and at the on-site event in the gaming location RCADIA in Hamburg. 18 keynotes and panels with the focus "Moving Markets" gave retrospectives, insights and outlooks on the constantly changing games industry. 61 partners and exhibitors presented themselves in the digital expo and on-site. A video recap gives impressions of the conference: <https://www.youtube.com/watch?v=s1DQ5YJbLns>

"The Hamburg Games Conference is an annual highlight and this year has once again marked the start of the international industry events. With the conference, we invite the games industry to cast their gaze towards Hamburg as a central games location in Europe. We are very happy about the great response of the participants, which is also reflected in the 100% recommendation rate in our evaluation survey," recapitulates Dennis Schoubye, Head of Gamecity Hamburg. Gamecity Hamburg is Hamburg's location initiative supporting the games industry and co-organizer of the conference.

"We are pleased that we were able to welcome numerous B2B guests from all over the world online and that we were also able to finally enable a face-to-face exchange again for some of our guests at the on-site event. The Hamburg Games Conference was a complete success here as the first major hybrid event of the games industry in 2022," adds Dr. Ralph Oliver Graef, Managing Partner of the co-organizing law firm GRAEF Rechtsanwälte.

### **600 guests experience real conference feeling online and offline**

On the conference's online platform developed in Hamburg, participants could explore a digital world with six different virtual cities. On average, the conference visitors spent four hours on the digital platform. 61 exhibitors and partners presented themselves in a digital expo on the platform. These included major international companies such as sponsors **Intel** and **Xsolla**, and numerous companies from Hamburg and Germany, such as Hamburg-based industry players InnoGames and Bytro Labs. Also, 12 Hamburg-based games start-ups,

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which were supported by Gamecity Hamburg, showed their projects to the international audience.

But the digital conference world, where over 3,000 meetings between conference guests were held via video call, was not the only place to experience the conference feeling. The on-site part on the second day of the conference at RCADIA was also well attended, with 180 guests joining in person. In addition to MeetToMatch and networking, visitors were able to test games from Hamburg on site, for example the VR game "Tower Tag" by VR Nerds and the game "Project Paranoid" by the Hamburg-based studio Phoenix Reality, which offers a unique augmented reality experience.

A review of the conference and up-to-date information can be found at <https://www.gamesconference.com/>

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

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Please find attached a selection of photos/screenshots from both the online and the on-site part of the Hamburg Games Conference 2022. The video recap is also available for download for editorial use:

[https://drive.google.com/drive/folders/1CcAkDctrT\\_-XS\\_6SgkmLJyNh6LtYHI-7](https://drive.google.com/drive/folders/1CcAkDctrT_-XS_6SgkmLJyNh6LtYHI-7)

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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 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 fair MAG. 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 DACH 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.