



Hamburg Games Conference on March 5 and 6, 2024 with a business focus on "Invest in Games"

Hamburg, August 15, 2023

The Hamburg Games Conference will once again bring together the international games industry on March 5 and 6, 2024, under the guiding theme "Invest in Games". The focus lies on the exchange about the development of the games industry and the business sector: Which potential does the games market offer? How do studios face the challenges of financing games? How do studios successfully scale their business model? 10 games companies from Hamburg initially support the conference financially and are involved in the program planning. The last Hamburg Games Conference welcomed more than 500 conference guests from 26 countries. The conference is organized by Gamecity Hamburg, GRAEF Rechtsanwälte, and Super Crowd Entertainment.

Pre-sale for 2024 starts now with the discounted Early Bird tickets at a preferential price until September 30, 2023, <https://hgc2024.eventbrite.de/>. The Call for Speakers for HGC 2024 runs until December 4: <https://www.gamesconference.com/call-for-speakers>

The Hamburg Games Conference 2024 offers international speakers, panel talks, and presentations around the topic "Invest in Games" on both conference days. In addition to field reports and best practices on financing digital games through investment or funding and their marketing, the conference enables a lively exchange with the German and international games industry.

Thanks to the support of Hamburg's local games companies, the Hamburg Games Conference is the hub for intensive networking and matchmaking. A total of 10 companies are among the initial supporters of the conference: Sunday, Bigpoint, InnoGames, The Sandbox, 4Players, Bytro, Playa Games, Photon, Tiny Roar, and THREAKS. In addition, exhibitors from various areas of the games industry will present their games and services in an expo area.

"The Hamburg Games Conference hit a nerve this year with the theme "Invest in Games", which has brought more international contacts to Hamburg than ever before. We will build on that in 2024 and receive important support from Hamburg's games companies, who want to take the conference to the next level with us. Next year, the Hamburg Games Conference will become the event to find new business partners from Hamburg, Germany, and beyond on an even

**Hamburg Kreativ
Gesellschaft mbH**

Hongkongstraße 5
20457 Hamburg

T +49 40 87 97 986-0

F +49 40 87 97 986-20

kreativgesellschaft.org



larger scale," comments Dennis Schoubye, head of the Gamecity Hamburg location initiative.

Call for Speakers until December 4

As of now, the Hamburg Games Conference is calling for submissions of English-language conference contributions. The **Call for Speakers** runs until December 4, 2023, and submissions for presentations around the conference theme "Invest in Games" are now open at <https://www.gamesconference.com/call-for-speakers>.

Networking and exchange

The program of the 15th Hamburg Games Conference in 2024 will again offer ample opportunity for networking and knowledge exchange on-site in the special maritime atmosphere of the Altonaer Museum.

"In 2024, the Hamburg Games Conference will again focus on business networking between the games industry and other industries to show the attractiveness of investments in games", Dr. Ralph Oliver Graef, Managing Partner GRAEF Rechtsanwälte.

Early bird tickets are now available

Ticket sales for the Hamburg Games Conference 2024 are starting with a discounted Early Bird phase until September 30.

With the Business Ticket for 299 euros (Early Bird price), guests gain access to the two-day conference program as well as the opportunity to arrange meetings with other conference guests via the digital matchmaking system MeetToMatch and make valuable new contacts.

Start-up tickets are also available exclusively for small and start-up companies. They allow participation in the entire conference program as well as the use of MeetToMatch at the discounted price of 149 euros (Early Bird price).

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

For further information and questions please contact:

Anna Jäger
Gamecity Hamburg
PR Manager
T +49 - 40 - 23 72 435 78
anna.jaeger@gamecity-hamburg.de



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. Founded in 2003, Gamecity Hamburg is the longest-running public funding institution for the games industry at the state level in Germany and celebrates its 20th anniversary this year. 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.