

The Netherlands gamescom Partner Country 2019

UTRECHT, THE NETHERLANDS – April 24, 2019. – *The Netherlands is 2019's official partner country for gamescom. Dutch Games Association (DGA) partners with Koelnmesse Cologne and game, the association of the German games industry for gamescom 2019.*

This year Dutch Games Association will be hosting the **tenth Holland Pavilion** at gamescom, bringing Dutch companies to this exceptional edition. At the Holland Pavilion over 20 companies will be represented, featuring a diverse delegation of companies, reflecting the broad landscape of the Dutch games industry. Part of this year's activities include a special showcase presence of *indie* talent and its well known, recurring networking drinks on Tuesday, 20th of August.

Dutch Games Association Chairman Horst Streck comments:

"Going 'Dutch' is not what it sounds like regarding our games industry. For us it means to go your own way, be creative, find boundaries only to pass them. Where originality rules, not only within entertainment, but also by finding playful solutions for serious problems; serious games. Hundreds of studios with this DNA characterise the Dutch gaming landscape, combined with a minority of larger, internationally well established companies. The Netherlands offers a healthy working climate that allows creativity and originality to happen by providing the right amount of freedom and support.

gamescom is the single most important international event for Dutch game developers. Its impact and influence not only supports Dutch companies to evolve on a professional level, but also provides a podium where we can "Go Dutch" with all playful minds we get to meet."

"I am glad to have The Netherlands as a very special partner country for gamescom 2019. As our neighboring country, The Netherlands has always been clearly present at gamescom, whether it's about visitors or exhibitors. This year, we want to build further on this and we hope to welcome even more visitors from our neighbor in the business and entertainment area at devcom, as well as at the gamescom city festival", says Felix Falk, director of *game* and co-organizer of *gamescom*. The Dutch games industry has represented itself at *gamescom* in the form of a Holland Pavilion since 2009. Board member of Koelnmesse GmbH Christoph Werner comments:

"We are glad to welcome The Netherlands as the official partner country of gamescom 2019. Ever since 2009, the presence of The Netherlands has helped increase visitor numbers. This shows how great the potential of the Dutch Games Industry really is. The Netherlands makes up one of the most important markets for the Cologne venue on both the visitor side and the exhibitor side."



gamescom takes place in Cologne, Germany from August 20 to August 24th and is the most important event for game developers when it comes to sharing knowledge and expanding their network. The event combines B2B and B2C and attracts over 370,000 visitors from 114 countries.

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About Dutch Games Association

Dutch Games Association (DGA) was founded in order to create a healthy climate for the Dutch games industry to grow, flourish and expand. Their mission is to Connect, Serve and Inspire the industry in the Netherlands and abroad.

www.dutchgamesassociation.nl

About Holland Pavillion

The Holland Pavillion and its activities are powered by Netherlands Enterprise Agency, Creative Industries Fund NL & Creative Holland. The Holland Pavillion is situated in the business area hall 4.1. The networking drinks will take place on Tuesday, 20th of August.

www.dutchgamesassociation.nl/events/gamescom19

About gamescom

gamescom serves as the central platform for the European computer- and video game industry. This show brings together the retail, trade and the media providing the ideal setting for the establishment and cultivation of business relationships. The division into business area and entertainment area stands for a concept which will attract and appeal to industry and private visitors equally

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