

Saxony-Anhalt celebrates première at Gamescom in Cologne

15.08.2019

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Invitation to the Invest Brunch and Reception for Central Germany at 12.00 noon on 21st and 22nd August in the "Made in Germany Area" at hall 4.1, stand B41/C44

Saxony-Anhalt is developing into a hotspot for highly innovative start-ups and recently founded companies which, in addition to computer and video games, develop software for industrial applications. According to the German Federal Employment Agency, more than 1,600 people are now employed throughout the federal state in the consumer electronics sector alone, while the figure for software & IT services is just under 8,000. For this reason, this year and for the first time, Saxony-Anhalt will be attending the world's biggest trade fair for computer and video games, the Gamescom in Cologne, with a presentation for the federal state. "The games sector is developing into an engine of innovation for the economy in Saxony-Anhalt, which is why we want to support our companies with their own marketing and networking at the world's biggest trade fair for the sector," explained Thomas Wunsch, State Secretary in the Ministry for Economic Affairs, Science and Digitalisation, who will be attending the trade fair next Thursday (22nd August 2019, from 3 p.m.) together with Marc Pappert, Head of Investor Services at the Investment and Marketing Corporation Saxony-Anhalt.

At the same time, the presence at the Gamescom will also be about promoting Saxony-Anhalt as a business location. "Our federal state offers excellent conditions that allow new business start-ups to settle here and grow," emphasized Wunsch. In this respect, since November 2018, with the "Saxony-Anhalt DIGITAL" programme, among others, the Ministry of Economic Affairs has been promoting the development of interactive contents and audiovisual media productions such as apps and websites (the "Digital Creativity" guidelines) as well as the development of digital business models and the digitalisation of products, production processes and business processes (the "Digital Innovation" guideline) in small and medium-sized enterprises (SMEs). Due to high demand – also from the games industry – in May 2019, the funding for the programme was increased by 25.2 million Euros to some 40 million Euros by 2021. Right now, Saxony-Anhalt is also the only federal state in Germany which supports start-ups, including businesses in the games sector, with venture capital through its own investment company, IBG Beteiligungsgesellschaft.

"Think tank instead of shark tank" – Saxony-Anhalt as the ideal location for founders/start-ups/businesses in the computer games sector: At our Investment Brunch on 21st August at 12 noon at the stand for Saxony-Anhalt (hall 4.1 /// stand B41/C44), experts from the Ministry of Economic Affairs, the IBG Beteiligungsgesellschaft, from bmp Ventures and from businesses will be providing insights into the opportunities, networks, local know-how, education and support concepts for companies in Saxony-Anhalt.

"Saxony-Anhalt also scores points with companies in the sector by offering a highly attractive scientific landscape – when it comes to research collaborations or attracting sought-after specialists, for instance" emphasized Pappert. All seven universities now offer subject-specific courses, ranging from Computer Visuals and Game Development (Otto-von-Guericke University Magdeburg), Media and Game Conceptualisation and Media Informatics (Harz University) through to Multimedia VR Design and Game and Learning Design (Burg Giebichenstein University of Art and Design Halle). Above all else, the objective is to raise the profile of the games sector in the federal state.

17 exhibitors from Saxony-Anhalt will be attending the Gamescom

From 20th until 22nd August, 17 exhibitors from Saxony-Anhalt will be attending the Gamescom in Cologne (hall 4.1 /// stand B41/C44). The "Made in Germany Area" encompasses the joint stands of the economic development agencies and networks in the federal state, as well as a joint events area for the Association of the German Games Industry, "game". Some 50 sq.m. have been set aside for the companies from the games sector in Saxony-Anhalt. Under the aegis of the newly founded industry association Games and XR Central Germany e.V., the three federal states of Saxony-Anhalt, Thuringia and Saxony as well as the company Mitteldeutsche Medienförderung GmbH (MDM) will also be inviting visitors to the Central German Reception at the joint stand for Saxony-Anhalt on 22nd August at 12 noon.

You will find us in the B2B section of the "Made in Germany Area" in hall 4.1 ///stand B41/C44
Where exactly is it? HERE are the details on the digital site and hall plan.

We and our exhibitors will be pleased to talk with you.
Please contact Frauke Flenker-Manthey, mobile phone no. +49 151 51626469.

Exhibitors from Saxony-Anhalt at the Gamescom:

- United Games GmbH
- Experimental Games AG
- ztainment GmbH
- Games & XR Central Germany e.V.
- Prefrontal Cortex
- IBG Beteiligungsgesellschaft Sachsen-Anhalt mbH
- acagamics e.V.
- Otto-von-Guericke University Magdeburg / Faculty of Information Technology
- 3DQR GmbH
- UniGlow Entertainment GmbH
- Rat King Entertainment
- Silver Seed Games UG
- Dead Woods
- Paula Gruner, Art Lead for Rugon, from Bitterfeld
- MM|VR-Design Burg Giebichenstein
- Digital Classroom

Further information on the exhibitors and their stories is available in the internet at: <https://www.investieren-in-sachsen-anhalt.de/games>

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11/08/19

The INKAs, from the Chair for Intelligent Catheters at the Otto-von-Guericke-University Magdeburg, are making a name for themselves with award-winning innovations for image-based therapies. Their in-house InnoLab IGT (Image Guided Therapy laboratory) is a close companion from the initial idea through to the start-up.

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Haynl Elektronik GmbH in Schönebeck (Elbe) focuses on the development and manufacturing of medical technology for treatment methods in which electrical stimulation and biofeedback training are used. For the innovative small business from Saxony-Anhalt, research collaborations are indispensable if it is to assert itself on the national and international market for medical technology.

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