

# GAMES+GERMANY

## Regional Funds and Networks

### PRESS RELEASE

Cologne, 21 August, 2017

### **Official launch of Games Germany at the gamescom 2017**

**The umbrella organisation Games Germany - Regional Funds and Networks is now being launched: a reception at the world's biggest games fair gamescom in Cologne marks the beginning of operations for Games Germany - Regional Funds and Networks.**

Six regional film funds and seven network institutions of the German games industry have joined forces to create the umbrella organisation **Games Germany - Regional Funds and Networks**. The goal of **Games Germany** is the coordination and pooling of activities by the regional institutions and, above all, the joint presentation of Germany as a games hub on a national and international level.

**Games Germany** will be launched during a reception at gamescom 2017. Acting on behalf of the partners, **Petra Müller**, CEO of the **Film- und Medienstiftung NRW**, will present the grouping:

**Reception of Games Germany – Regional Funds and Networks  
Tuesday, 22 August, 2017, 15:45  
Made in Germany - Area**

The partners of Games Germany are:

**FFF Bayern**

**Film- und Medienstiftung NRW**

**gamearea-FRM (Hessen)**

**gamecity:Hamburg**

**Games/Bavaria**

**games:net berlinbrandenburg**

**Game Up!Rheinland Pfalz**

**Mitteldeutsche Medienförderung**

**Medienboard Berlin-Brandenburg**

**Mediennetzwerk.NRW**

**MFG Medien- und Filmgesellschaft Baden-Württemberg**

**nordmedia – Film- und Mediengesellschaft Niedersachsen/Bremen**

**WERK1.Bayern**

The institutions and networks supported by the respective federal states and the industry are operating predominantly on a regional level at specific locations. However, a joint presence is sensible and necessary for presentations and for communication in and with the international markets. **Games Germany** thus plans to develop common supra-regional initiatives in order to improve the Germany's international presence as a games hub and to function as a contact and information point (e.g. on funding opportunities) for international partners. In addition, **Games Germany** will intensify the exchange and collaboration between the participating institutions. As of now, **Games Germany** will be providing information on its own website about the current activities as well as the participating institutions.

The umbrella organisation **Games Germany** will work closely together with the national associations **BIU** and **GAME** as well as other trade associations. In addition to its national activities, **Games Germany** also regards itself as a platform for the regional networks and funders. The idea of an amalgamation was first presented at the 2016 German Developer Awards. Games Germany appeared at the Nordic Games in Malmö in May 2017 during its foundation phase.

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**GAMES GERMANY – REGIONAL FUNDS AND NETWORKS IS AN INITIATIVE OF:**



**GAME UP!**

**RHEINLAND-PFALZ**



**Niedersachsen/Bremen**

