

The Next Cancelled Tradeshow: Gamescom 2020

Written by Alice Marshall
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A German ban of large events until the end of August 2020 means the cancellation of yet another trade event-- Gamescom 2020, as organisers Koelnmesse announce the event will not take place, be it in the business or entertainment areas.



Originally set to take place on 25-29 August at the Cologne Exhibition Centre, Gamescom 2020 was set to be one of the largest gaming events of the year. It attracts an audience of nearly 400000 people, far rivaling the American likes of E3 and PAX, whose attendance totals around 50000-70000. However, the scale means it falls foul of recently established German regulation on mass events, and as such cannot happen.

That said, Gamescom still has plans for 2020, if on the virtual plane-- digital media events, such as Opening Night Live and Gamescom Now will not only take place, but will be expanded upon with new modules. In addition, the game developer segment of the show, Devcom, will take place remotely via videoconferencing.

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The organisers add they will have more concrete details on the digital take on Gamescom on May 2020.

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