
Gamescom 2025 opens with record exhibitors, strong Chinese presence



Published on August 20, 2025

Document Date: Sat, Jan 17 2026 01:32:36 pm

Category: ,English,International - ,Snippets

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Sources Xinhua

Cologne, Aug. 20— Gamescom 2025, one of the world’s premier trade fairs for computer and video games, opened on Wednesday with a record-breaking 1,500 exhibitors and a stronger footprint from Chinese developers, underscoring the industry’s global dynamism.

The five-day event, jointly organized by Koelnmesse and the German Games Industry

Association, spans 233,000 square meters, the largest exhibition space in the fair's history.

Companies and studios from 72 countries are presenting new releases, immersive technologies, and merchandise across diverse areas including cosplay, indie games, and next-generation platforms.

This year features 50 Chinese exhibitors, up from fewer than 40 in 2024, reflecting both expanded participation and rising quality. "Chinese developers are introducing a wider variety of titles, innovative production techniques, and distinct cultural elements such as martial arts and mythology," said Grace Pan, senior project manager at Koelnmesse.

On the eve of the fair, Chinese studio Game Science revealed Black Myth: Zhong Kui at the Opening Night Live showcase, drawing strong applause both in Cologne and from global livestream viewers. The studio's previous hit, Black Myth: Wukong, launched last year, continues to perform strongly worldwide.

Pan noted that Chinese participation has evolved from quantity to quality, with developers now emphasizing original works defined by polished visuals, engaging storytelling, and refined gameplay.

Felix Falk, managing director of the German Games Industry Association, echoed this view, saying Chinese titles are far more visible in Europe today than just a few years ago.

Germany, Europe's largest games market and the world's fifth biggest, recorded 37.5 million players in 2024. Four Chinese titles ranked among its top 10 mobile downloads, further illustrating the growing influence of Chinese game developers at home and abroad.