Twenty years of celebrating the Nordic games industry

Nordic Game turns 20 this year. We primarily organise game industry events, serving as a key resource for inspiration, knowledge sharing, networking and deal-making within the Nordic, European and global games industries.

First in game development in the 1990s, Nordic Game then turned to working for the industry, such as by designing and running a games industry development program for the Nordic Co-operation. In 2004 we also established an annual industry conference where the Nordic game companies could learn from each other, promote their many talents and discuss how to get even better at creating games.

This year Nordic Game celebrates our twentieth anniversary, together with our world-renowned Nordic games industry, and colleagues and partners from the global game development community. Join us!
Facts, figures and a few testimonials

We were first to document the extraordinary rise of the Nordic games industry. Denmark, Finland, Iceland, Norway and Sweden continue to lead the world in games industry share of their work forces. It’s a specialty we have here.

We’ve built Europe’s leading games industry conference thanks in large part to the Nordic region’s successes, as well as core values of responsible and empathetic entrepreneurship.

We work hard to remain the world’s largest independent game developer conference, by promoting and supporting game startups and growing studios in the region and across the globe.

We are the most relevant gathering each year for those of you looking to connect with the best and brightest game developers in the world.

NORDIC GAME PARTICIPANTS ARE
50% game developers (20% of them in management),
20% in publishing and investing,
30% from games industry product and service providers,
games industry organisations, the media and students

THE GAMES THE DEVELOPERS MAKE ARE
50% primarily for PC and secondarily for mobile,
25% for mobile only and
15% for consoles only

NORDIC GAME PARTICIPANTS COME FROM
40% from the Nordic region,
35% from Europe (led by the UK & Germany),
10% from North America and
15% from Asia Pacific, the Middle East, Africa and South America

“We would absolutely recommend anyone to attend Nordic and sponsor events there. It is one of the highest performing trade shows for us in terms of numbers.”
– Alman Seksembaeva, Xsolla

“We have built Europe’s leading games industry conference thanks in large part to the Nordic region’s successes, as well as core values of responsible and empathetic entrepreneurship.”
– Bobby Wertheim, SEGA

“We are the most relevant gathering each year for those of you looking to connect with the best and brightest game developers in the world.”
– Andrew Vaughan, Dolby

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– Alman Seksembaeva, Xsolla

“Nordic Game is my favourite conference in Europe as it has such a great atmosphere, setting and variety of attendees. If you were not there this year, make sure you are there next year!”
– Bobby Wertheim, SEGA

“Nordic Game sums up the entire attitude to game development in this part of the world; open, friendly and inclusive. It’s one of the most relaxed places you can go to have meaningful conversations and pickup on cutting edge ideas in games.”
– Rich Metson, Semaepus

WHERE TO FIND US
Nordic Game returns this year to historic Slagtsuset, across the street from Malmö Central Station and just 25 minutes by train from Copenhagen Airport.
Our 20-year jubilee, home in Malmö, Sweden

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**Our autumn event, for the third time in Helsinki, Finland**

Expect an intimate gathering of games executives, investors and publishers, local and regional studios and growing game companies, as well as guests from our partner event Slush, the world’s largest startup festival, and participants from all sectors of the games industry.

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**TUESDAY, 21 MAY: 12-22 CET**

Working with MeetToMatch since 2013, we expect 1,000+ participants to hold 5,000+ scheduled business meetings. Visibility, messaging & participation

Our Exec Summit gathers 100 industry decision-makers, primarily Nordics. It is invitation-only, but open for qualified applicants. Visibility, messaging & participation

Selected from about 100 applicants, a dozen games companies meet with around 20 (primarily VC) equity investors. Sponsorship sold out

Premiering this year, and gathering games researchers, educators, industry association leaders, policy makers and cluster managers. Visibility, messaging & participation

Developers from the region and across the globe demo over 200 games, as well as join our Publisher & Investor Day, mentoring, Pitch Stage and more. Visibility, messaging & participation

Closing the day, we bring together participants from all of our summits for snacks and refreshments in a relaxed atmosphere. Visibility, messaging & participation

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**WEDNESDAY, 22 MAY: 10-22 CET**

Nordic Game hosts 150+ speakers for talks, panels and workshops, selected and submitted. The main theatre program is live streamed. Visibility, messaging & participation

Space for over 50 booths on the Expo show floor. This year also offering MeetToMatch meeting points and a new Spotlight Stage for all exhibitors. Visibility, messaging & participation

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Conference participants network, mingle and relax in the restaurant and other Happy Hour areas at Slagthuset. Sponsorship sold out

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**THURSDAY, 23 MAY: 10-22 CET**

Nordic Game hosts 150+ speakers for talks, panels and workshops, selected and submitted. The main theatre program is live streamed. Visibility, messaging & participation

Space for over 50 booths on the Expo show floor. This year also offering MeetToMatch meeting points and a new Spotlight Stage for all exhibitors. Visibility, messaging & participation

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**FRIDAY, 24 MAY: 10-20 CET**

Nordic Game hosts 150+ speakers for talks, panels and workshops, selected and submitted. The main theatre program is live streamed. Visibility, messaging & participation

Space for over 50 booths on the Expo show floor. This year also offering MeetToMatch meeting points and a new Spotlight Stage for all exhibitors. Visibility, messaging & participation

Working with MeetToMatch since 2013, we expect 1,000+ participants to hold 5,000+ scheduled business meetings. Visibility, messaging & participation

A new, yet-to-be-revealed addition to the Nordic Game experience to bring our Nordic Game Awards winners are celebrated with prizes in eight categories. Visibility, messaging & participation
Welcome to Nordic Game

The global games industry has had an impressive **7% compound annual growth rate** since 2004. Nordic Game’s annual spring conference recorded **14% CAGR** over the same period.

Nordic Game is where **the world’s leading game developers** come to make key connections and gain fresh perspectives, in an open and inclusive atmosphere.

Here you will find links to photos and videos from our past events, our current exhibitor and sponsor packages and prices, as well as media resources and relevant contacts.

We’re ready to help you get the most from your Nordic Game experience, so don’t delay...

Reach out to us today!

Audience:

**PAST PERFORMANCE**

For photos from previous Nordic Game conferences, visit Flickr here.

Watch a brief video about the Nordic Game experience on Vimeo.

Read about the highlights of last May’s Nordic Game conference, NG23 Spring, here.

View recordings from past Nordic Game programs in our conference website program archive and on Vimeo here.

**COMMUNICATION CHANNELS**

We do the bulk of our own outreach, so we can effectively adapt to include your important communication:

- Newsletter (14K+ subscribers)
- Discord
- Facebook
- Instagram
- LinkedIn
- Youtube

**VISIBILITY, MESSAGING & PARTICIPATION**

We can cater to your need for ROI-driving connections and communication.

Expo booths range from 4m2 to custom pavilions. Private meeting rooms have 4-50 seat capacity, in conference table, lecture, lounge or bar format.

Opportunities to contribute sponsored content, host special events and more are also available.

Learn about our full range of products and pricing by contacting us here.

**WHAT TO DO NOW**

Click here to register for Nordic Game

Click here for questions on participation, group pricing and discounted passes

Click here for sponsor and exhibition enquiries

Click here for press enquiries

Welcome once again to Nordic Game!