

nordic game

NG26[®] Spring, 26-29 May:

Expecting over 3,100 to attend

(2022: 2,470; 2023: 2,780; 2024: 2,810, NG25: 3,012)

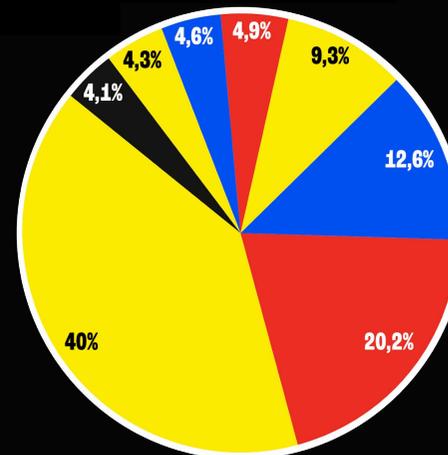
Every May, the entire games industry gathers in Malmö, Sweden, for a week of high-caliber talks, strategic matchmaking, and unparalleled networking opportunities. The mission for the Nordic Game conference[®] 2026 is clear:

Empower the next generation of talent with resources to grow and create exceptional games while fostering connections with investors, publishers, media and peers. This commitment to inclusion ensures that NG26[®] will be a vibrant hub for the entire gaming ecosystem, both in the Nordic region and globally.

Top reasons for joining us at the Nordic Game conferences:

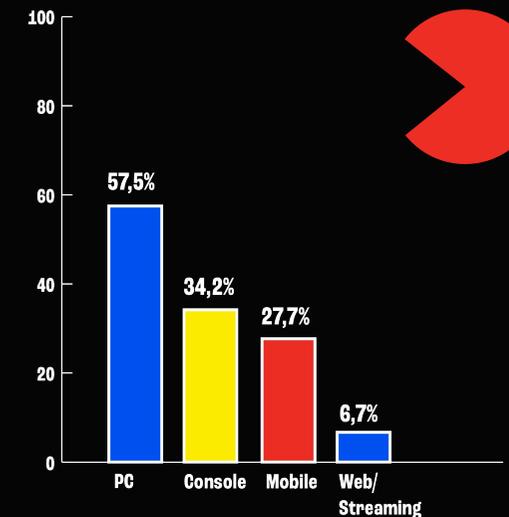


Participants Profiles

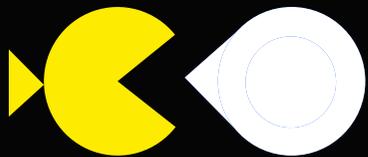


Exhibiting Indies (4,1%)
 Service Providers (4,3%)
 Academic Research (4,6%)
 Publishing (4,9%)
 Management (9,3%)
 Sales & Marketing (12,6%)
 Studies (20,2%)
 Developers (40%)

Participants Platforms



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NORDIC GAME PARTICIPANTS ARE

50% game developers
20% publishers & investors
30% service providers, organisations, media, students

THE GAMES THE DEVELOPERS MAKE ARE

50% primarily for PC and secondarily for mobile
25% for mobile
25% for consoles

NORDIC GAME PARTICIPANTS COME FROM

40% from the Nordic region
35% from the rest of EU
10% from North America
15% from the rest of the world



Nordic Game Awards: Celebrates the best games from Nordic studios each year



Games of the Show: Game startups and growing companies demo new titles

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 to the Nordic region's successes, along with our core values of responsible and empathetic entrepreneurship.

We work hard to remain the world's largest independent game developer conference, by promoting and supporting talent, indies 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 was an invaluable experience for me"
- Hideo Kojima, Lead Designer, Founder, Kojima Productions

"We signed our first fully-funded publishing deal on the spot at NG25!"
- Asmo Saloranta, Game Agent, Bonus Stage

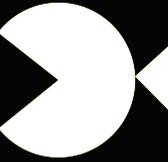
"Nordic Game is an important event for sharing knowledge, making new connections, and strengthening our relationships with other studios and publishers in the Nordic ecosystem. No other conference has the same things on offer, so it has become a must-attend event for our team."
- Joni Lappalainen, CEO, Dreamloop

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The NG26[®] Experience

Nordic Game is built on three core pillars:
Knowledge, Business, and Emotion.



Talks & Tracks

Nordic Game hosts 150+ speakers for talks, panels and workshops, selected and submitted. It also offers several dedicated tracks for specific areas such as AI, audio, and design. The main theatre program is live streamed.



Massive Reach

12,000+ live stream viewers, 137,000+ Youtube views, and 1,273,000+ impressions on the Nordic Game Showcase on Steam.



Huge Expo Area

Space for over 50 booths on the Expo show floor, and also offering additional meeting points and a Showcase Stage with content focused specifically on exhibitors.



Many Business Meetings

We expect 1,000+ participants to hold 4,000+ scheduled business meetings at the Nordic Game Biz Lounge, and designated meeting points across the venue.



Games, Games...

Developers from the region and across the globe demo over 150 projects, as well as join our Publisher & Investor initiatives, mentoring, Showcase Stage and more.



Food & Fun

Conference participants mingle and relax in the restaurant and other Happy Hour areas at Slagthuset.



Under Special Rates, apply the Promotional Code **S1128734**
Please book your room up until 60 days prior arrival for the special rate to apply.

COMFORT HOTEL MALMÖ

Code: **Nordicgame26** (15% discount)
The offer is bookable (from - to): 1/1 - 31/5 2026.
Stay dates for the offer: 24 - 31/5 2026



Where to find us?

Nordic Game returns again to historic **Slagthuset**, across the street from **Malmö Central Station** and just 25 minutes by train from **Copenhagen Airport**.



Exec Summit

This summit gathers 100 industry decision-makers, primarily Nordics. It is invitation-only, but open for qualified applicants.



Games Capital Summit

Selected from about 100 applicants, a dozen games companies meet with around 20 (primarily VC) equity investors at the Games Capital Summit.



Games Policy Summit

Games Policy Summit is returning this year, a select group of games researchers, educators, industry organisation leaders, policy makers and cluster managers.



Summits Networking

We bring together participants from all of our summits for snacks and refreshments in a relaxed atmosphere.



Networking Events

Each conference day, all passholders have several options for attending networking events before and after the daily program.



Stellar Volunteers

The conference is powered by over 100 volunteers from game development programs and schools across the Nordic region.



Mystery Friday

A yet-to-be-revealed addition to the Nordic Game experience to bring our show to a rousing conclusion.



Nordic Game Awards

Live streamed from the main theatre, the Nordic Game Awards winners are celebrated with prizes in eight categories. Watched by more than 50,000 viewers.



BUSINESS
EMOTION
KNOWLEDGE

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.

We're ready to help you get the most from your Nordic Game experience, so don't delay - reach out to us today!

Reach out to us today!



Managing Director Erik Robertson, a serial entrepreneur and game developer, founded Nordic Game in 2004, also the Swedish and European trade organisations.



Program Director & Executive Producer Jacob Riis, a former games journalist and international magazine editor, joined in 2006.

PAST PERFORMANCE

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

LINK <https://www.flickr.com/photos/nordicgame/albums>

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

LINK <https://www.youtube.com/c/NordicGame>

Read about the highlights of last May's Nordic Game conference here.

LINK <https://nordicgame.com/ng25-spring-a-celebration-of-innovation-creativity-and-togetherness/>

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

LINK <https://www.youtube.com/c/NordicGame>

COMMUNICATION CHANNELS

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

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



Event Producer and Sales Manager Jared Middle Galf, an expert in synergies between sales and production, joined in 2022.



Event Producer Kateryna Kryshchenko, a former showcase stage manager and 3d artist, joined originally in 2024.

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.

LINK sales@nordicgame.com



What to do now?

Click here to register for Nordic Game passes

LINK <https://nordicgame.com/registration>

Click here for questions on participation, group pricing and discounted

LINK passes@nordicgame.com

Click here for sponsor and exhibition enquiries

LINK sales@nordicgame.com

Click here for press enquiries

LINK press@nordicgame.com